

EXTENSIONS

Marlys McGuire
St. Paul Campus Library

April 1984

Volume 5, Number 2

Director resigns, accepts position with Kellogg

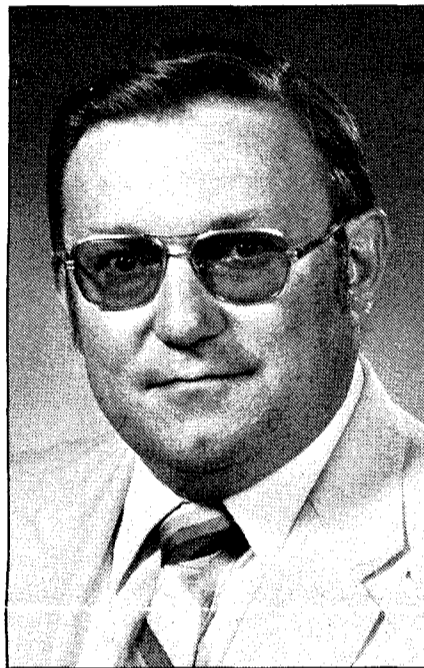
Dean and Director Norm Brown recently announced his resignation from the Minnesota Agricultural Extension Service. Brown will become program director for the W.K. Kellogg Foundation in Battle Creek, Michigan, July 1. In the new position he will give leadership to the foundation's world-wide efforts in agriculture and also work in leadership development and youth programs.

Brown, director of Extension since March 1980, said, "My four years here at the University of Minnesota have been the most challenging and rewarding of my professional career." Affirming his strong belief in the land-grant concept and the need for extension, he notes that extension still has a lot to do: "I continue to believe that extension in this country must change and adapt much more rapidly if it is to continue to merit adequate support."

He also believes that Minnesota extension is progressing, however: "We're on the way toward making some of the necessary changes... increased emphasis on excellence in programming, improved use of emerging technologies in delivery, greater risk taking, improved priority setting and reallocation, improved involvement of advisory groups,

more business-like management, more decisiveness, greater emphasis on action in affirmative action, and more productivity."

Brown holds B.S., M.A., and Ph.D. degrees from Michigan State Univer-



Brown

sity. Before joining the Minnesota staff, he was director of 4-H youth programs with the Michigan Cooperative Extension Service for eight years. He was also a vocational agriculture teacher and county 4-H agent in Michigan and held coordinative and administrative positions in Michigan State's College of Agriculture and Natural Resources.

Active also in international work, Brown was a special consultant to the Minister of Education in Algeria, a rural youth specialist in the Far East, and directed a Peace Corps program in the Philippines. In 1978 he received the USDA Superior Service Award.

Of Brown's resignation, Institute Deputy Vice President Dick Sauer said, "In a very real sense, it's the saddest day of my four years in Minnesota. I believe Norm Brown provided outstanding leadership during some difficult times. He has tremendous impact and influence on the university in total and the entire state of Minnesota. I can understand and appreciate his decision to leave, but those of us who have had the privilege of working with him will miss him a great deal."

Brewer joins Michigan State extension service

Frank Brewer, district program leader, agriculture, Southwest District, announced his resignation effective June 1. Brewer has accepted the position of assistant director for agriculture with the Michigan State Cooperative Extension Service.



Brewer

Before joining the Minnesota staff in 1981, he was crop management systems specialist with Extension Service—USDA, and before that was agricultural advisor for the University of Illinois in Edgar and Jefferson Counties.

Brewer holds B.S. and M.S. degrees from the University of Illinois and his Ed.D. degree from Louisiana State University. He is a member of the American Society of Agronomy, the National Agricultural County Agents Association (NACAA), and several other professional organizations, and has published numerous professional papers in his area of expertise. In 1978 he received the USDA Certificate of Appreciation, and the NACAA Achievement Award in 1974.

Forestry plan enlists aid of woodland owners

NIPF is an acronym that designates Nonindustrial Private Forest owners. You will be hearing more about them in extension.

In Minnesota, they own 41 percent of the commercial forest land and 54 percent of the total annual timber harvested. A third of the state, some 16.7 million acres, is forested. The forest products industry is one of the state's largest industries and contributes

roughly \$2 billion annually to the state's economy. The most important wood products in Minnesota are fuelwood, pulpwood, and sawtimber, but other important forest products include posts, poles, railroad ties, Christmas trees, and maple syrup. Forests also provide wildlife habitat, recreational sites, and an important resource for the tourism industry.

Why the interest in NIPF owners?



The ribbon being tied to this oak tree indicates that the tree is to be left standing to grow larger while nearby trees are felled (photo by Mel Baughman).

Borich, McClure to provide leadership during transition



Borich



McClure

Institute Deputy Vice President Dick Sauer announced February 27 that Patrick Borich will be acting director and dean of the Agricultural Extension Service, and Gail McClure will be acting associate director, effective July 1.

Sauer said, "It was with the greatest regret that I accepted Norm Brown's resignation. However, I feel that Pat Borich is committed to continuing the work started by Norm in making the Agricultural Extension Service more effective and more responsive to the needs of the people of Minnesota."

Borich is currently associate director with administrative responsibility for personnel and staff development, program evaluation and extension research.

McClure will temporarily replace Borich as associate director and assist him in providing leadership during the transition period. She is currently head of Communication Resources.

Replacing McClure temporarily will be Sheila Fugina, currently assistant to the head, CR.

"National studies conclude that NIPF owners have the greatest potential of any ownership category to increase timber production. Increased production is necessary to meet the rising demand for wood," says Mel Baughman, extension program leader for renewable resources and forest resources specialist. "In less than 20 years more timber may be removed annually than is grown and in 50 years the national demand for wood may double," he adds. Forest management activities are part of the Community and Natural Resource Development program area in extension led by Jared M. Smalley, assistant to the director for CNRD.

When Baughman came to Minnesota from Pennsylvania nearly two years ago, extension had not been able to focus much attention on the state's 100,000 NIPF owners for several years because of staff vacancies. "We began a thorough program planning process to find the best use of our extension faculty in forestry and forest products," Baughman explains. "This systematic planning process has been carried out in stages and continues today."

Program areas were identified: farmstead shelterbelts and field wind-

FORESTRY continued on page 2

GOOD NEWS

Members of the Utica Victory 4-H Club in **Winona County** raised \$525 in donations and pledges in memory of Oliver Strand, extension agronomist, at the annual Eagles Cancer Telethon in Rochester. Strand was Winona County agricultural agent for seven years before joining the campus-based specialist staff in 1966.

FORESTRY

continued from page 1

breaks, fisheries and wildlife, forest harvesting, forest product consumers, forest product marketing, forest product processing, forest recreation, forest resource management, soil and water conservation, urban forestry, and wood for energy. Next, possible extension objectives were defined for each program area. Then, 112 people, including extension and College of Forestry faculty, county extension agents, and Renewable Resources Extension Advisory Committee members ranked the program areas and extension objectives for each in order of importance.

Using these survey results, extension faculty designated forest harvesting, forest product marketing, forest product processing, forest resource management, and wood for energy as high priority programs. Forest resource management includes activities focused on NIPF owners. Planning by extension foresters in cooperation with the Renewable Resources Extension Advisory Committee and the Minnesota Department of Natural Resources (DNR) continues to develop effective strategies for helping NIPF landowners manage their woodlands.

Carrying out a four-year plan of work for NIPF owners will be Baughman, A. Scott Reed, extension forester at the Cloquet Forestry Center; Harold Scholten and Carl Vogt, extension foresters and Jim Kitts, wildlife specialist, all on the St. Paul campus; and Carl Wegner (Grand Rapids) and Paul Brandt (Virginia), both county extension agents. They will be assisted by other specialists, area agents, and county agents to implement the program.

They hope to increase net annual growth of timber on NIPF land, increase after-tax forest income of the landowners, assure that the landowners will know where to obtain professional forestry assistance, increase the acreage of these lands managed under the guidance of a forester, and increase the number of 4-H and other youth with knowledge of basic forest management principles.

A highlight in 1983 was a pilot test of a six-unit forest management correspondence course, developed by Scott Reed and Carl Wegner. Wegner's office in Itasca County handled the mechanics, mailing out new lessons and responding to questions from an overwhelming 650 participants. An innovative program grant approved by Director Norman Brown kept the cost of the course at \$10. "In the evaluation more than 80 percent said they would recommend the course as a good buy if it were priced at \$25," Reed says.

On the horizon is a future program in forest management using volunteers knowledgeable about wildlife management. A grant from the Ruffed Grouse Society will make the new program possible. "It will be something like a Master Gardener program," Baughman says, "and is about two years off."

Eleven counties in the Twin City metro area received a 1984 4-H Citizenship-in-Action grant from the Readers Digest Foundation. This multi-county project began in **Anoka County** three years ago and expanded to include Benton, Carver, Dakota, Hennepin, Ramsey, Scott, Sherburne, Stearns, and Wright Counties. One goal of the five-month project is to increase teens' awareness of the

Extension and the DNR are cooperating in educational programs at the Southeastern Minnesota Forest Resource Center (Joe Deden is center director) at Lanesboro in Fillmore County. The 700 acres of state forest land (half of it wooded) will be developed as a demonstration forest. The Forest Resource Center, funded through a grant from the Governor's Council on Rural Development, is currently offering workshops for NIPF owners on timber marking, fuelwood management, walnut management, wildlife management, and oak forest management.

"One of the newer forestry audiences is woodland owners who are women. About a fifth of those attending forest management classes at Lanesboro are women," says Baughman.

Forestry management appears to be up and growing in Minnesota.

—Mary Kay O'Hearn
Communication Resources

New audiences reached by 4-H programs

Reaching out to new audiences throughout the state is one of the primary 4-H goals today, says Richard Byrne, district program leader.

Some good examples of programs which have accomplished this can be found in the Northwest District. There, volunteers such as Linda Houglum and Debbie Peterson have designed and implemented programs to reach new audiences in Clay and West Polk Counties.

The Honey Bees 4-H Club of Clay County, coordinated by Houglum, gives physically and mentally handicapped children and adults the opportunity to participate, year-round, in a fun and educational organization.

Through various summer and short-term programs dealing with

citizen's role in the decision-making process and to explore government-related career possibilities. Another goal is to increase legislators' awareness of problems youth consider important. Participants will visit the state capitol to meet government representatives and hold mock legislative sessions, work on committees, and study possible bills on issues of concern to youth.

During 1983, 15,000 people viewed the television special, "It's a Great Place to Live . . . IF You Can Make a Living . . ." co-produced by the Agricultural Extension Service and WDIO-TV, Duluth, as part of the **Northeast District** program thrust. Funded by an innovative program grant, the special is the first in a series of five 30-minute public affairs TV shows targeted at unemployed and underemployed persons in Northeast Minnesota.



Laotian refugees in a Clay County greenhouse (photo by Linda Houglum).

such things as creative and performing arts, gardening, foods and nutrition, and county fair events, Houglum and Peterson have introduced the migrant and Laotian refugee children of West Polk and Clay Counties to 4-H.

Other new target audiences of 4-H programs statewide include minority children, children from low-income households, teenagers searching for their niche, and anyone never before involved in 4-H.

Working with local social workers, schools, and community agencies, volunteers throughout the state are consciously formulating programs with subject matter that appeals to these diverse audiences.

When reaching out to new audiences, volunteers and leaders are combining the existing strengths of

Between July and December 1983, participation in **Office of Special Programs** short courses and seminars increased by nearly 5,000 compared to the same period in 1982. Numbers increased from 7,685 to 12,544.

Staff and residents of Fond du Lac Reservation, **Carlton County**, now have information readily available on money management, food budgeting, energy conservation, and consumer information due to the efforts of Susan Lauritsen, a short-term extension program assistant hired through an innovative program grant. Susan concentrated on educating the reservation's "helping professionals," who in turn are providing continuing resident education in these topics.

4-H's programs and clubs with innovative ideas, projects, and activities geared towards new and different audiences, according to Byrne.

Byrne stresses how valuable volunteers have been in expanding 4-H audiences and is optimistic that the future will bring even greater participation in 4-H.

By reaching out to new audiences, 4-H is giving both volunteers and participants the opportunity to learn and grow by sharing cultures and experiences. Expansion efforts are gratifying to volunteers and have been met with enthusiasm by program participants.

—Julie Gugin
Communication Resources



Participants in West Polk County's migrant summer school (photo by Debra Peterson).



Members of the Clay County Honey Bees at work on a project (photo by Linda Houglum).

ExtenOVATIONS to . . .

Uel Blank, extension economist, tourism development (retired, 1982) was named one of the first honorary members of the Minnesota Resort Association at its fall conference in November. He received a plaque citing distinguished service to the resort industry and to the association.

Jim Hoffbeck, staff development leader, was named "Fair Friend" by the Minnesota Federation of County Fairs at its annual meeting in St. Paul in January. He received a plaque in appreciation for his help to the federation over the years.

Pauline Nickel, Watonwan County extension agent, 4-H and HEFL, was appointed by Representative Vin Weber to the Second District Congressional Awards Council. Regional awards councils grew out of the Congressional Award Act of 1979, enabling congress to recognize achievements and public service of young persons, ages 14 - 23. Local councils review recommendations for award recipients and send completed recommendations to the Congressional National Board for final review and approval. Nickel is now secretary on her council's executive board.

Hank Drews, communication specialist, Communication Resources, has been selected to be a consultant for the Agricultural Extension Service's Caribbean Project during March and April. While on his six-week assignment in Trinidad, Drews will lead a graphics and print workshop for extension communication agents from eight countries. The workshop will be held at the University of the West Indies.

Irene Ott, HEFL program leader, was appointed by Governor Perpich to the Minnesota Office on Volunteer Services (MOVS) 21-member advisory committee. MOVS provides nonpartisan state leadership and supportive services to initiate, expand, and improve volunteer contributions in areas such as human services, environmental and cultural affairs, and civil involvement.

Master Gardener program succeeds in Caribbean

Extenovations

Vol. 5 No. 2
April 1984

Published bimonthly by the Director's Office, 240 Coffey Hall, 1420 Eckles Ave., University of Minnesota, St. Paul, MN 55108.

Editor Julie Medbery
Designer Hank Drews
Production Coordinator .. Rich Sherman
Photo Editor Don Breneman

Produced by Communication Resources, 433 Coffey Hall.

The University of Minnesota, including the Agricultural Extension Service, is committed to the policy that all persons shall have equal access to its programs, facilities, and employment without regard to race, color, creed, sex, national origin, or handicap.

Thanks to ten agricultural extension faculty from southwest Minnesota, the extension Master Gardener program will be used in the Caribbean nations of Antigua, St. Lucia, and Dominica. Between January 28 and February 4, nine agents and one district program leader, Frank Brewer, worked one to one with local extension officers in "on the farm" demonstrations, presentations, and discussions with adults and youth. Seminars and slide presentations on extension educational methods and adapting horticultural programs to tropical conditions were enthusiastically attended. The Minnesota participants now look forward to welcoming the Caribbean extension workers to Minnesota for an "exchange program" this summer.

—Roger Larson
Chippewa County



Frank Brewer (Ag DPL—SW District), St. Clair Barker (Antigua), and George Saks (M.U.C.I.A. team leader) with nine agents who participated in taking the Master Gardener program to the Caribbean. Back row (left to right): Art Frame (Nobles Co.), Dave Schwartz (Meeker Co.), Tom Harper (Lincoln Co.), Joe Neubauer (McLeod Co.), Marvin Olson (Kandiyohi Co.). Front row: Giles Roehl (Cottonwood Co.), Roger Larson (Chippewa Co.), Perry Fales (SW area agent), Wayne Hansen (Redwood Co.), St. Clair Barker, Frank Brewer, and George Saks.

Aherin provides model for educating public

"The job of educating people to farm safety is simply too big for one or two people to handle," said Bob Aherin in response to a compliment he had just received that he is a model for other extension workers on how to reach an audience.

Compliments such as this are partly due to the remarkable cooperation Aherin gets from organizations such as vo-ag teachers and the U.S. Department of Labor. He has also been effective in training others to teach in his specialty, farm safety.

Years ago, Aherin decided to use a "balanced attack" because the job of extension safety specialist cuts across all agricultural program areas. With so many areas to cover he has to set priorities, and his highest priority goes to the county requests that allow him the necessary time to do program planning.

Twenty-five to thirty percent of his time is devoted to workshops for vocational agriculture teachers, agents, and others who can cover the broad range of audiences that need to know about safety.

A fair amount of Aherin's time goes to developing high quality vi-

sual aids and program materials. Aherin says educational research shows his audiences are more likely to make the needed behavioral changes if they learn as a part of a program rather than simply reading a handout.

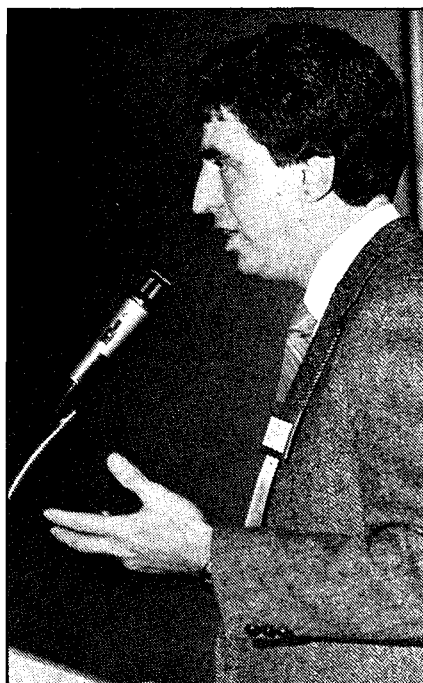
Some time goes to seeking resources for continued program support and another 10 percent of his time is spent gathering data.

"Fifty-five farm work-related deaths in 1983" and "one in seven farms suffer an average loss of ten days from work due to accidents" are among the statistics that add gravity to the sense of duty Aherin feels toward his job.

But no one person can be expert in pesticides, ag machinery, toxicology, psychology, and all the other disciplines that affect farm safety. Aherin relies on cooperation from those specialists and provides program opportunities for them.

"I feel it's important to develop a system that involves many people in ag education. Such a system can provide additional expertise and make it possible to reach such diverse groups as producers, youth, processors, and so forth with the best possible materials" says Aherin.

"Many accidents occur because people weren't aware of the risk involved in their activities. Our efforts have been to educate them to make better decisions," he says.



Aherin

Examples of successful farm safety programs include The Farm Safety Training program, Emergency Medical Technical Training, and Respiration Hazards in Agriculture. The Farm Safety Training program, done with the cooperation of the U.S. Department of Labor, has reached between 80,000 and 90,000 people. Emergency Medical Technician Training has reached 1,500 in four years and is now included in the 1st Care project of the Farm Bureau. Respiration Hazards in Agriculture involves experts from the Twin Cities and the Mayo Clinic and is in cooperation with the American Lung Association.

Through cooperation and the training of others, Bob Aherin has achieved results that serve as fine examples of success for all of extension.

—Henri Drews
Communication Resources

HEFL agents give new twist to meetings

Extension home economics meetings, those tried-and-true methods of reaching people with information, aren't always the best way to reach a certain audience or deliver a particular program. This is more true now when increasing numbers of women are employed outside the home and the needs of new clientele often make meeting attendance difficult or impossible.

Agents in home economics throughout the state have come up with several innovative alternatives to the traditional meeting. Many of them appear to be reaching target audiences with encouraging results, according to Lois Goering, district program leader in Home Economics Family Living Programs.

Newsletters can often reach people at home when they have the leisure to absorb information. Agents in Douglas, Pope, Yellow Medicine, Stevens, and Swift counties have used an innovative grant to initiate a low-income newsletter including data-collecting surveys that are analyzed in University of Minnesota computers at Morris. The computers allowed agents writing the newsletter to pinpoint concerns and demographics of their audience as well as how effectively they are absorbing and using the money management and consumer material set forth.

Margaret Money Manager is the friendly heroine of a newsletter bearing her name in Kandiyohi, Big

Stone, Chippewa, and Lac Qui Parle counties. This newsletter goes to nearly 2,000 food stamp recipients each month by way of the county family services offices. Agents divide the writing task and have focused on such timely and practical topics as grocery shopping, budgeting, record keeping, buying used appliances, and Christmas giving. Although evaluation is difficult because welfare rolls are confidential, social service workers in those counties give the newsletter high marks for client acceptance and usefulness.

Correspondence courses are appealing when audiences are reluctant to admit publicly that they need assistance. Goering says a number of excellent courses are teaching clients by way of their mail boxes rather than formal meetings. These include Eileen Anderson's Getting Control of Your Finances piloted in Hennepin and Clearwater Counties, food buying and preparation courses underway in Wadena and Crow Wing Counties, and the popular Weight Off Wisely newsletter/correspondence course developed by several Southwest District counties but being used in selected counties statewide.

Linda Bradley in St. Louis County is using commercial television time to train home study group leaders. Her colleagues, Jeannette O'Connor of Brown County and Colleen Gengler of Nobles County, are tapping the teaching potential of cable or low-

power TV stations in their areas.

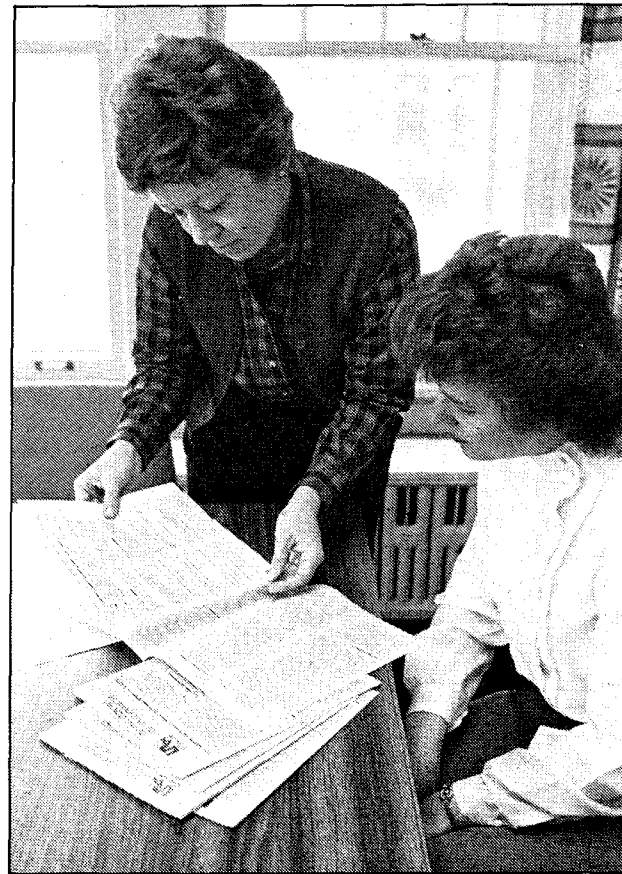
Donna Rae Waldock of Nicollet County is reaching young families by working with day care providers who instruct parents on such topics as nutrition and family life. Similarly, agents in Mower, Carver and Scott Counties are successfully training senior citizen volunteers to instruct other seniors about good nutrition. Hundreds of volunteers have also rallied to help their neighbors save energy dollars in Ramsey County, plan economical meals throughout the Northeast District and preserve foods effectively statewide.

Local libraries also can reach people effectively. Lac Qui Parle County offers library users the opportunity to check out family life modules prepared by specialists. Jean Anderson in Isanti County is using innovative grant funds to develop cassette tapes on family social science topics, which are available at the East Central Regional Library in Cambridge and through community health services offices. Ron Pitzer is the specialist doing some of the parent education tapes and others are purchased episodes from the popular Mr. Rogers' Neighborhood television program.

And lest you think that persons employed full-time are lost to

extension education, Jeannette O'Connor has organized lunch hour meetings for 3M employees in New Ulm, and Debra Driscoll of Waseca uses employee lunch rooms in her area to set up displays and do informal teaching. Barbara Oseth of West Polk County organizes monthly dinner meetings focusing on topics of concern to employed women and dual-earner households.

—Dee Dee Nagy
Communication Resources



Eileen Anderson explains how to use the Getting Control of Your Finances correspondence course to Patty Swedberg, Duluth office.

Floppy Disc Days promote computer literacy

Last summer the Ramsey County 4-H program sponsored 4-H Floppy Disc Days to teach members about computers. The program was so successful that a computer project was added to the county 4-H offerings, according to Caye Nelson, Ramsey County extension director. In addition, the event will be held again this year on June 11-15.

"When we had to push the 4-H'ers out the door after 12 hours, we knew the 4-H youth of today wanted to work with computers," says Nelson.

The 4-H Floppy Disc Days are 60 hours of computer training held at the Ramsey County 4-H Center for both young people and adults. It was designed so that the two groups would work together in pairs with a computer.

Robert Pettit, who works with computers at 3M and lives in White Bear Lake, was a volunteer instructor and coordinator of the training last summer. Pettit focused on the micro-computer as a tool for problem solving, thinking, and creativity. The training was also tied into the larger community of computers through tours, speakers from business and industry, and career planning.

Other volunteer instructors included Wayne Detmer, former University of Minnesota agricultural extension computer specialist, and Steven Freund, a teacher in the White Bear Lake school district. Tim Pettit,

age 16, conducted sessions in graphics, shape tables, simulation problems, and creativity.

Computers at the University of Minnesota were also a part of the training. The group learned how university computers are used in soil surveys for urban areas such as St. Paul. The remote satellite sensing lab was a favorite with the young people as they transcribed aerial photogra-

phy onto a screen to detect plant diseases and early signs of drought or insect infestation.

"No prior knowledge of computers was necessary to take part in the 4-H Floppy Disc Days," says Nelson. Participants were placed by their levels of proficiency and each team worked through a program. Individuals followed through with a project of their choice.



Dick Rignell, operations supervisor of Computer Information Systems at the St. Paul campus Computer Center, demonstrates computer system during the 4-H Floppy Disc Days.

Computer-lettered certificates were awarded to each participant at the close of the workshop.

In addition to the training, Robert and Tim Pettit have helped to implement the computer project as an ongoing 4-H offering in the Ramsey County program.

"4-H participants can utilize the computer as a tool in their 4-H learning experience," says Bob Pettit. "Computer literacy is needed by youth and adults alike in our information-oriented society."

The workshop last summer also encouraged 4-H'ers to take the training back to their community clubs to continue computer skill development and to involve others, according to Caye Nelson.

As a result, four clubs have added computer projects this year and the White Bear Lake Open School (Manitou 4-H Club) is expanding its computer offerings.

Ramsey County 4-H will also continue its own computerization at the fair. This will be the second year that 4-H entries at the Ramsey County Fair will be put on computer. Computerized registration of project entries, development of the premium list, and entry of awards allows quick printing of judges' sheets, entry cards, summaries of registration, award summaries by individual clubs, and disbursement journals.