

## 2008 JCEP Report

The 2008 North Central/Western Region of the Joint Council of Extension Professionals (JCEP) Conference was held in San Diego, California on February 20-22. Representing the IEEA 4-H Youth Development section were Sharon Blasky and Debbie Searcy. Other IEEA members attending were Karen Richey, Roger Sherer, Susan Plassmeier, Annetta Jones, Jon Neufelder, and Jeff Burbrink.

The Conference's theme this year was "Reaching All Generations in Your Extension Efforts", and was designed to help participants understand the diverse ways that the different generational audiences we work with learn. Beverly Stencel, Community Resource Development, and Annette Bjorklund, 4-H Youth Development, both of the University of Wisconsin CES highlighted some of the characteristics and values of these diverse learners and identified emerging tools and techniques that can be used by Extension to reach and engage them more effectively.

Elbert Dickey, Dean and Director, University of Nebraska CES, brought a message from the Extension Directors and the Extension Committee on Organization and Policy (ECOP). He highlighted some of the items discussed at the Directors meeting that was held earlier in the week in San Diego.

On the second day, Dr. Jerold Thomas, Director OSU Extension Center at Lima, presented a session on "Emerging Technology and its Use in Reaching Extension's Diverse Generational Audience." This workshop highlighted technology such as blogs, wiki's, collaborative software, and podcasts. The focus was on the application of these tools and how they can be used to make the life of Extension professionals easier and expand our outreach to our clientele.

The remainder of the second day was spent in Association meetings. Sharon Anderson, Special Consultant to the President, National 4-H Council gave a National 4-H Leadership Team Report. She went over the leadership team and their individual responsibilities at the National 4-H Headquarters and the National 4-H Council, also explaining the differences between the two. She discussed the 4-H Brand Network, the goals of ACCESS 4-H, the Tufts Study on Positive Youth Development Communications Campaign, and SET – Science, Engineering and Technology. She also talked about licensing of the 4-H Name and Emblem at National 4-H Council.

Betty Wingerter, NAE4-HA President, shared the Vision and Mission of NAE4-HA. She reported that as of January 31, 2008, total membership at 3,488 (3,339 in '07). Breakdown: Renewals – 2514 (2389 in '07); new – 249 (265 in '07); life – 724 (new life = 10); affiliate – 1. She announced that the NAE4-HA State Officer Workshop would be held on September 15 from 2-4 during the Galaxy III conference. Also related to Galaxy: donations are needed for silent and live auction, be sure to designate NAE4-HA as recipient of the funds raised. Suggested value is \$30 or more. Other topics discussed:

- Finance and Operations: Streamlined reimbursement process. Working on improving communications re: budget and various fund balances.

- Marketing & Outreach: Working on a bookmark that promotes Journal o Youth Development and NAE4-HA for use at National conferences such as CYFAR, AfterSchool Alliance, American Camping Assoc.
- Discussed Member Services: Discussed the revisions to the website.
- Gave a Presidents Report on what she had been involved with over the year.
- Discussed PILD
- Announced that the 2009 JCEP NC and West Regional meeting would be in San Diego on Feb. 18-20.

The Third Day was spent in Association meetings by region. The 4-H Youth Development section meeting was facilitated by Nikki Nestor McNeely and Annette Bjorklund, the North Central Regional Directors. They went over what the regional directors could do for us:

- Serve as the liaison between our State Association and the NAE4-HA Board.
- Communicate information from the NAE4-HA Board, CSREES and other national sources to State Associations via newsletters and state visits.
- Communicate concerns, ideas and thoughts.
- Promote and coordinate with state officers the opportunity to attend JCEP.
- Promote and coordinate with state officers the opportunity to attend PILD.
- Organize Regional Breakfasts during the NAE4-HA Conference.
- Organize the State Officer Workshop.
- Update the State Officer Handbook.
- Promote and educate NAE4-HA members from around the country to get involved in leadership roles within NAE4-HA.

They also discussed the FY 2007 Financial Results. Fiscal Year 2007 operating results surpassed budgetary expectations as operating activities generated excess revenues over expenses in the amount of \$81,000. This excess, which was the result of deliberate cost containment by the Board of Trustees, adds funds to available net assets for future association priorities.