Friends,

Recently, one of our colleagues brought to our attention the frustration and concern he has had related to how his calls are being answered. As I reflected on his comments, I, too, thought about how the little differences in how we interact with those calling into our offices can make a huge impression on our clientele. Sometimes when I call an office you can practically picture sunshine and smiles pouring out of the other end and I know that clients calling in will feel welcome and will leave the call with a good impression of Extension. That’s what I hope our clients hear each time they contact an Extension office. The phones are the front line to our office and each caller should feel like they have called a friend and are reaching out to a place where their questions can be asked and answered with consideration.

Our educators and other program staff work hard and many people in the community do not realize the long evening hours they work, the meetings they attend, and the requirements they have related to trainings and team participation. When clients call, we need to help them better understand where the educators and program staff are, why the work they are doing is important, and why they are unavailable.

Here are a few examples of what we are hearing on the phone and (some possible professional responses) that could be used instead:

- She is not in yet today *(she had a late 4-H meeting last night and will not be in her office until this afternoon)*
- He will be back Monday *(he is attending an all-day meeting in Columbus today and will be back in this office on Monday)*
- She is out again today *(she is at the fairgrounds conducting pre-fair judging events)*
- It would be best if you just e-mail him *(I will gladly take a message and see that he gets it)*
- I haven’t seen her come in yet *(she is away from her desk, can I have her call you when she returns)*
- She is not available *(she is on a conference call now, can I have her return your call when she is finished)*
- He is out of the office *(he is performing a fertilization certification class right now)*

Educators and program staff need to ensure that they are giving their colleagues the best and most up-to-date information about their schedules so that whoever is answering the phone can give a good explanation to the callers. This is why we went to the Outlook calendar. Do not just put “out of office” or “busy” on your calendar, make it easy to share the important things you are doing in Extension each day.

Remember, the calls that come in are not just interruptions to the work we are doing, they are the reason for the work we have. All clients are customers, expect a good experience when calling us, and have the
ability to support our future funding in counties. They are the taxpayers, the advocates for our organization, and the reason we exist. Let’s ask ourselves what we could be doing to ensure that they have a good experience every time they call.

Thank you, and call again soon,

Jackie

Welcome . . .

Caitlin Mathews
Program Assistant, SNAP Ed
Tuscarawas County
mathews.344@osu.edu
Supervisor: Chris Zoller

Amanda Osborne
Extension Educator, CD
Cuyahoga County
osborne.414@osu.edu
Supervisor: Jackie Kirby Wilkins

Position Announcement . . .
Office Associate – 1.0 FTE
Northeast Region, Wooster, Ohio
Job Req: 412219
Deadline: October 11, 2015
To Apply

Roger Rennekamp Tapped to Lead OSU Extension . . . (Source: News Release from Suzanne Steel)

Columbus, Ohio – Roger Rennekamp, the associate dean for Outreach and Engagement at Oregon State University, has been named the next director of Ohio State University Extension.

Bruce A. McPheron, Ohio State’s vice president for agricultural administration and dean of the College of Food, Agricultural, and Environmental Sciences, made the announcement at the Farm Science Review, a three-day educational and trade show offered by the college that attracts about 130,000 people annually. Rennekamp will begin his duties on January 4, 2016, replacing Keith Smith who retired June 30 after 23 years in the position. Rennekamp will be the 12th leader of OSU Extension, overseeing nearly 700 employees and a $71 million budget. Extension is the outreach arm of the college.

“Roger brings a great deal of experience at all levels of the cooperative Extension System, and is known for building collaborative relationships and partnerships. His strong background in working across disciplines will serve Ohio State and Ohio quite well. Roger’s enthusiasm and energy will help create the Extension organization of the future,” McPheron said.

“I am honored to renew my relationship with one of the nation’s premier land grant universities,” said Rennekamp about his return to Ohio State. “The need for Extension is as great as any time in its hundred-year history. Extension of the next century must remain true to key principles of community engagement and responsiveness while embracing approaches and technologies that will increase its reach and impact.”
Before taking on his current role in Oregon State’s College of Public Health and Human Sciences, Rennekamp led Oregon’s 4-H Youth Development program. He served as an Extension specialist in program and staff development and as a program specialist for 4-H at the University of Kentucky. He earned his B.S. from the University of Kentucky, his M.S. from Morehead State University, and his Ph.D. from Ohio State.

He and his wife Denise have two grown children.

(Reporters who want to schedule an interview with Roger Rennekamp may contact Suzanne Steel at steel.7@osu.edu)

**BaseCamp Notification - October 30 Deadline . . .** (Source: Greg Davis)
We have been notified that CFAES will discontinue supporting BaseCamp archives in accordance with university policy. BuckeyeBox is the only university-approved file-sharing system that should be used at this point to collaborate on shared projects, per previous communication from the dean’s office.

As such, OSU Extension will discontinue payment of the BaseCamp maintenance fee as of October 30, and files posted on BaseCamp will no longer be available.

If you would like to save any files that are posted in any of your BaseCamp projects, please do so by October 30. The link to access your files in BaseCamp is [https://osuextension.basecamphq.com/login](https://osuextension.basecamphq.com/login).

If you have questions about BaseCamp or need instructions about how to reset your BaseCamp password, please contact Melissa Leaders (leaders.6@osu.edu; 614-292-2011).

**2016 Open Enrollment Information Available . . .** (Source: Amy Burns)
It’s time to start thinking about your benefits for the 2016 plan year. Ohio State is proud to offer high-quality benefits that support your health and financial goals. While Open Enrollment does not occur until Monday (10/19)-Friday (10/30), it is important for faculty and staff to learn about benefit options and understand changes for 2016 in advance. The [Open Enrollment website](https://openenrollment.osu.edu) currently offers an overview of plan changes and rates. Detailed information will be added in the coming weeks.

**2015 OSU Extension Annual Conference - Request for Proposals Announced . . .**
CFAES professionals engaged in Extension work embody the theme of this year’s Extension Annual Conference every day --- **Innovation in Action!**

They are innovators – groundbreakers – trendsetters – movers and shakers – doers – in continual motion and highly focused on results.

No matter your role, what you do is essential to our Extension mission. Your work makes a difference in programming, applied research, relationships, operations, and/or outreach; and your particular “focus” can be very informative to fellow colleagues.
Now is the time to share your innovative ideas and stimulate conversation among your colleagues about what it means to be innovative leaders in action on behalf of Extension!

The request for conference presentations and posters is now open, and proposals are due by October 14. Three major focus areas have been identified this year, and more information is available on the attached RFP. How does your work enhance: relationships? programming? operations? What is it YOU do that can also help your peers address issues and trends in new ways, with even better results? Now is the time to share the passion you have for your work, any unique techniques you use to reach audiences of all ages and backgrounds, and the cool ideas around which you interact and collaborate with your peers in Ohio and across state borders.

You have several options: conduct a 55-minute presentation or submit one of four types of posters. See the attached RFP or visit http://go.osu.edu/2015EAC for more information. Then visit http://go.osu.edu/EAC_2015RFP to submit a proposal. Selection notices will be sent in early November.

Concurrent Sessions and Posters Subcommittee members:

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<tr>
<th>Name</th>
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<td>Steve Brady</td>
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<tr>
<td>Patty House</td>
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<td>Marianne Guthrie</td>
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2015 Excellence in 4-H Award Nominations due October 21 . . . (Source: Lisa Jinks)

Once again it is time to make nominations for the Excellence in 4-H Award. This award honors superior accomplishments by an Extension Educator in developing dynamic, innovative, broad-based 4-H educational programs. The award, funded through the Charles W. Lifer Excellence in 4-H Fund, is dedicated to the recognition of outstanding professionals who serve as examples in setting standards of excellence in ten major areas of the County 4-H program.

A peer may nominate any Ohio State University Extension Educator who provides leadership to 4-H programs. Nomination forms are due to Lisa Jinks by Wednesday, October 21, 2015, jinks.2@osu.edu. Note individuals who have completed an application in the past three years will be considered for the award again this year and will just need to update their profile for 2015. Please nominate one or more individuals, whom you think are deserving of this recognition.

2015 Excellence in 4-H Nomination Form

Excellence in 4-H List of Award Winners

Excellence in 4-H Award Background

VolunteerMatch . . . (Source: Jeff Dick)

The Ohio State University Office of Volunteer Relations has created a site called VolunteerMatch as a new way to link volunteers to your local volunteer job opportunities. I am taking the lead for OSU Extension in creating the avenues to facilitate the connection of volunteers with OSU Extension.
My first request went out last November and we only had about 12 counties participate. We are hoping to get 100% of our counties involved with volunteer position postings. The first thing that I need to make this happen is a county contact for all 88 counties. (If you responded previously- Please reconfirm your county contact to be certain my contact list is current. This could be a program staff member or a support staff member. Their responsibility would be to serve as your county contact that would receive the initial volunteer contact and have responsibility to respond to this volunteer to possibly match them with an available opportunity.

Although, I expect most contacts to fit into 4-H program volunteer opportunities there will also be other program area contacts such as master gardeners, CVN, etc. County chairs may want to consider assigning one person to connect all volunteer inquiries regardless of program area or they may want to divide responsibilities by program area. Please discuss this as a staff and then respond to me with the name # of the person(s) assigned.

I will pass the compiled list on to the Office of Volunteer Relations for web design purposes. If you identify more than one individual- please specify which individual will be responsible for each individual program area. The site will have all general volunteer position openings posted such as 4-H Club Advisor or Master Gardener, etc. As this site continues to be built, there will be opportunities for counties to post more specific volunteer opportunities as they are identified.

Not only should this site be a new way to connect OSU alumni and the public in general to our volunteer opportunities, but it should build giving opportunities to these same volunteers that may make that local connection that would have otherwise been missed. Please respond at your earliest convenience and those I do not hear from will receive a call from me in early October. Please respond directly to me at dick.7@osu.edu.

**Staff Recognition Program – OutStandingU . . .** (Source: Dean Bruce McPheron)
Our college is filled with outstanding staff who contribute significantly to our tripartite mission of teaching, research and outreach. It takes the collective contributions of so many individuals to have the positive impact we have on our students, community members and partners and our staff play a critical role in realizing that success.

Our Staff Advisory Council has been hard at work developing a new program to recognize the outstanding contributions of our staff members and we are excited to share this opportunity with each of you. In the very near future, additional information will be mailed to CFAES offices, but you can check out the details now by going to go.osu.edu/OutStandingU. Offices will also receive materials from SAC that provide more information about services of the group and opportunities to become involved.

When your office receives the promotional materials, please take the opportunity to review the information on how to use each item. This is a great way to thank and recognize our outstanding staff members and I encourage you to begin thinking about those staff members that may be nominated.

Should you have any questions about this new program, please email cfaes-sac@osu.edu.

**Faculty/Staff Awards . . .**
Executive Vice President and Provost Joseph Steinmetz has announced the call for nominations for the 2015-2016 university wide awards. For details, please refer to the listing on the Academic Affairs website at go.osu.edu/ProvostsCall2015.

**I Turned My Phone Off . . .** (Source: Mark Light)
Thursday at 6 PM I turned my cell phone off. Prior to doing so, I told my family and three other people they could reach me on my wife’s cell phone. Then I shut my phone off until 7:30 a.m. the next day. That night I did not check email, texts, voicemail, Facebook, the weather, Twitter, my bank account, Amazon, or anything technology related. Instead I got a lot accomplished. Two loads of dishes, four loads of laundry, fixed an attic leak, helped my kids work their lambs, exercised, helped my kids with their homework, watched some TV, and spent time with my wife.
I had been dealing with some negative situations in my county and I had several parents who were not happy with me and kept calling my cell phone that week, and I kept answering (my personal cell phone). Thursday night I felt at peace and was able to step back from the situation for a night. I was not getting yelled at. I was not distracted by my phone and spent time with my family. It worked so well, I may have to do it again someday. Thursday night I turned off my phone, AND THE WORLD DID NOT END.....

By Mark Light (but this could easily be you too (Note: Mark Light wrote this based on the week he was having with difficult families. He shared it with his Region Director and we thought we’d share also because these are the real life things we deal with and need to do and feel OK with it. Thanks! Mark).

Ohio State Releases "Surviving an Active Shooter" Video . . . (Source: OnCampus Today)
It's scary to think about, but an active shooter can strike any place, at any time. For this reason, Ohio State's Department of Public Safety, in partnership with the Office of Student Life, has released a video called "Surviving an Active Shooter" to educate our campus community. The six-minute video follows the national "Run. Hide. Fight." best practice. Your safety is our number one priority, so please take a moment to watch.
-- > View: http://go.osu.edu/active-shooter

Jackie’s Highlighted Resource of the Week . . .
Farm-Based Food Business (Source: Emily Adams)
There is now a "Farm-Based Food Business" section on the Coshocton County Website under ANR. Emily has some attachments and links to other Extension Resources, but this is only the beginning. She will be adding eXtension.org next. If you have suggestions of websites or attachments, please let her know. Look for the upcoming Fact Sheet-- Direct Marketing of Eggs.

Political Activity by OSU Employees . . . (Source: Amy Burns)
The local, state, and national political season is underway, and Ohio State fully encourages its employees to vote and be involved in political activities. However, as employees of a public institution there are guidelines the university has established and individual employees are expected to follow. Please click here to read the guidelines provided by the Office of Legal Affairs. If you have any questions, contact Jan Allen Neiger, Associate General Counsel by phone: 614-292-0611; or email: neiger.4@osu.edu.

10 Ways to Repurpose Content . . . (Source: Danae Wolfe)
Why Recreate When You Can Repurpose? Repurposing content allows you to take your best content and make it available to multiple audiences in a variety of formats. Read more on the Ed Tech Blog at http://u.osu.edu/extensionedtech/2015/09/22/10-ways-to-repurpose-content/