



UNIVERSITY OF ILLINOIS  
EXTENSION

# SOUTHERN UPDATE



Extension Week, April 18–24, is our chance to tell the “Extension Story” and feature the programs we offer.

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## Staff Encouraged to Promote Extension Week

*Dale A. Law*

As state budget formation time arrives and Illinois Extension goes through re-organization, it is vital to *Tell Our Story*, the Extension story of how we are helping local citizens improve their lives.

I've learned over the last few months that you have a lot of great stories to tell and other people are interested in them. What we accomplish in Extension can be multiplied many times over when others, besides the actual participants, learn what we do and what we offer. We can have an even further multiplier effect when we tell our story and tie our efforts to other major public recognition events.

**Extension Week**, April 18–24, is our opportunity to promote the educational programs and resources we offer to individuals, families, and communities to help them “put knowledge to work.”

I encourage each of you to begin planning now for Extension Week. I'm not suggesting that you necessarily add programs or events that week, but

whatever you can do to capitalize on the publicity opportunity would be beneficial to you and your unit or educational specialty. Perhaps you have a 4-H SPIN club meeting that week, or maybe you are hosting the county government Tele-Institute on “taxes.” These programs could be tied into Extension Week publicity. And if you have any programs or events that are still in the planning stages, perhaps they could be scheduled during that week.

The West Central Region has developed several Extension Week marketing pieces, some of which have been adapted for our region. You are encouraged to localize those materials to fit your situation.

Log on to the Southern Region Intranet, <http://web.extension.uiuc.edu/regions/srd> and follow the Extension Week link to view the available materials.

If you need a specific item that is not currently available, contact Annette for assistance. Let's continue to tell our story!



## Encourage Stakeholders to Give Input

Let's make sure southern Illinois is well represented during the public input meetings with Dr. Hoelt. Encourage council members, county board members, partners, and others with whom you work to attend one of these meetings to express their views and make suggestions about Extension's future in our region.

If you get questions from the media regarding Extension's re-organization, refer them to Gary Beaumont, our campus communications contact, 217-333-9440.

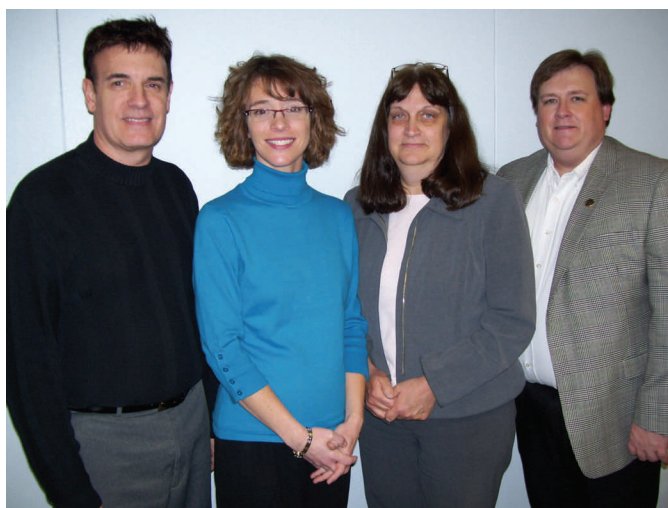
## Award Winners Recognized

At the January 22 regional meeting, winners of the 2009 Extension Awards were recognized.

**Jody Johnson** and **Steve Wagoner** received the Diversity Team Award. Through a China study tour, their 14-member team developed relationships with two Chinese universities, started 4-H afterschool programs in Shanghai, developed curriculum material, and fostered global adoption of Extension programs.

**Susan Hayden** received the Excellence in Extension Award. Among her many strengths were quality programs that focus on the 4-H mission mandates of Science, Engineering and Technology, Healthy Living, and Citizenship. Susan's work over the past several years includes leadership roles with 4-H Camp, Discover Chicago, and Illinois Extension Professionals for Youth Education.

**Jamie Wheeler** received the Outstanding or Innovative Program Award. Her recognition was for school presentations that addressed Social and Emotional Learning (SEL). The goal of the program was to make school personnel aware of the significant role SEL plays in creating positive academic, social, health, and behavioral outcomes for young people. Jeff Franklin, former Extension staff member, also received the award.



(L to R) Steve Wagoner, Jamie Wheeler, Susan Hayden, Jody Johnson

### Calendar Items

Gateway Green Conference  
February 16  
Collinsville

Regional Meeting  
February 23  
Jefferson County Office

Public Input Meeting on  
Future of Extension  
February 23, 6:30 P.M.  
John A. Logan College

Public Input Meeting on  
Future of Extension  
March 1, 7 P.M.  
Okawville Community Bldg.

JCEP Spring Meeting  
March 5  
Springfield

Extension Week  
April 18 - 24



Help office visitors to the fullest with their questions and requests...  
*brought to you by thoughts we generated at the FISH Market Place.*