

Extension Administrative Changes Reflect New Programming

NEWARK, DE — In a change from traditional programming that often treated agriculture, home economics and 4-H as separate concerns, University of Delaware Cooperative Extension is taking a new approach by focusing on issues of broad concern that cut across conventional boundaries.

"Extension has been going through a self-evaluation process to more effectively address social and economic issues that affect Delawareans," says Dr. Richard

Fowler, Extension director. "We're examining our programming efforts and regrouping to best fulfill our charge of helping people put knowledge to work."

Delaware Extension is tackling issues outlined by federal Extension that affect the first state. These issues include water quality; family and economic well-being; competitiveness and profitability of Delaware agriculture; improving nutrition, diet and health; building human capital;

and revitalizing rural Delaware.

As a result of issues programming, Fowler has introduced some administrative changes, effective Jan. 1, 1989.

"We've been struggling with an old structure while trying to address new initiatives," Fowler says. "We're striving to provide the most efficient and effective leadership to the interdisciplinary groups of Extension professionals who will be working on a particular issue."

Marty Butterfield, formerly state director of 4-H, is program director of human resources. Butterfield will lead personnel and programs that address the initiative areas of human capital development; diet, nutrition and health; and family and economic well-being. He will also direct programs for adult and youth leadership development and youth at risk.

Dave Woodward is now program director of agriculture and natural resources. Initiatives under his direction will be water quality, competitiveness and profitability in agriculture, and community and resource development.

Mary Ann Finch, formerly state director of home economics, will

assume new responsibilities in staff development, educating Extension staff about issues programming and helping to develop plans of work focused on issues. In addition, Finch will have responsibilities as an affirmative action, equal employment opportunity, and penalty mail officer. She will also be responsible for reporting Delaware Extension program accomplishments to federal Extension.

Fowler is quick to reassure clientele that Extension will not be abandoning the one-on-one help for which it is so famous.

"Issues programming will take up about 60 percent of any one person's time," he says. "Extension personnel will still help people solve immediate problems."

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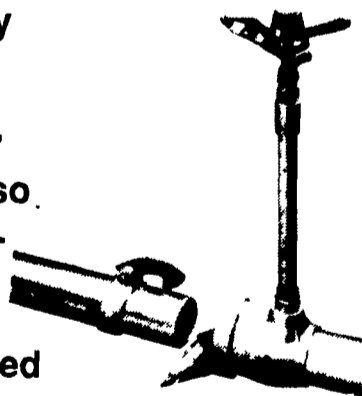
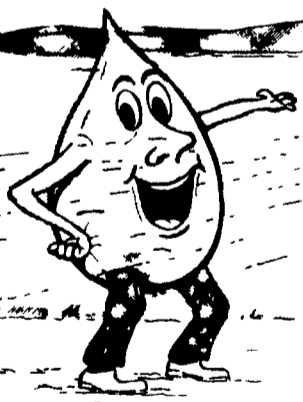
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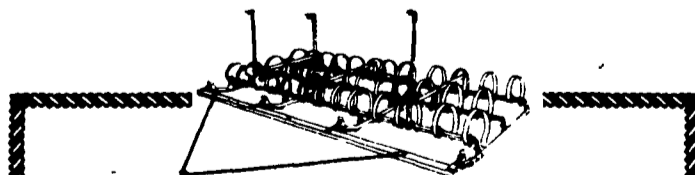
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