

MAKING A DIFFERENCE



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Title: Building Extension Capacity from Within

Why is this issue important? Office Professionals are the first point of contact for many extension customers. They are a valuable resource and need to be well trained and empowered to contribute to the Extension program.

How did Extension address this issue? Office professionals from Shawnee County recognized the need for training was long overdue. They organized a day of professional development attended by 41 staff members from across Northeast Kansas. Participants learned “Leadership When You’re Not in Charge” from strengths coach, Kristen O’Shea, then Extension agents shared tips for website management and how to create rolling banners. They polished their writing and grammar skills with help from a K-State Research & Extension Communications Specialist. From the overuse of acronyms to apostrophe abuse, the office professionals learned tips to make Extension communications more clear and engaging.



What was the impact?

Participants reported that O’Shea’s presentation was powerful for work and well-being. One person reflected, “I have become complacent in my work. This has been a thought provoking talk. It has made me think about being more active in my job and contributing more ideas.” Another shared, “I appreciated ideas presented on how to “clean up” our local website and make it look cohesive. To change pages that have nothing more than lengthy links was an excellent tip.” And speaking for many, “The grammar part of the workshop helped me identify a few habits I need to correct.”

