Welcome to West Virginia University

Distinguished Scholars:

On behalf of West Virginia University, I am honored to welcome you to our campus as we explore the past, present, and future of Extension.

On May 8, 1914, a door swung open—a door connecting land-grant universities to the people they serve.

On that date, the U.S. Congress passed the Smith-Lever Act, creating a unique system called the National Cooperative Extension Service. Through federal, state, and county partnerships, this innovative system took land-grant university research into communities to improve people's lives.

Since then, Extension has been one the most powerful forces for good in our nation.

Over the past century, community needs have changed, and Extension has responded. Its men and women deliver the latest knowledge about science, technology, health, education, and economic development to citizens and help them use that knowledge to improve their lives.

Extension is an idea that has stood the test of time.

As we launch a second century of service, it is an ideal time to remember the pioneers who built Extension and to celebrate the innovators who are redefining engagement for the 21st century.

Thank you for adding your wisdom and expertise to this important conversation.

E. Gordon Gee
President
West Virginia University
West Virginia University has embraced a mission of providing excellence in teaching, research, and service since its founding in 1867 as a public, land-grant institution. Located in Morgantown, West Virginia, with regional campuses across the state, main campus enrollment numbered 29,466 in the fall of 2013.

It is one of the few land-grant, doctoral research universities in the country with a comprehensive medical school. It is classified as a Research University (High Research Activity) by the Carnegie Foundation and focuses on STEM education, addressing health disparities in Appalachia, utilizing shale gas responsibly, achieving international leadership in radio astronomy, and promoting stewardship of water resources.

West Virginia University has produced 24 Rhodes Scholars, 22 Truman Scholars, 39 Goldwater Scholars, two George C. Marshall (British) Scholars, two Morris K. Udall Scholars, five USA Today All-USA College Academic First Team Members (and 11 academic team honorees), nine Boren Scholars, seven Gilman Scholars, three Department of Homeland Security Scholars, 36 Fulbright Scholars (five in 2012), and 14 Critical Language Scholars.

The University offers 191 degree programs at the bachelor’s, master’s, and doctoral levels through 15 colleges and schools, including the state’s only law school, a School of Public Health, and a new University College to guide undecided students into a major.

A member of the Big 12 Conference, West Virginia University competes in 17 intercollegiate varsity sports. There are over 400 student organizations on campus. A major building campaign is under way, with new facilities for student health, housing, and more classrooms being constructed.

The vibrant campus enrolls a diverse group of students from every West Virginia county, all 50 states and the District of Columbia, and 113 nations. Alumni, 190,000 and growing, can be found worldwide, and have been prepared for exceptional personal and career success at West Virginia University.
Morgantown is a bustling college town that has won acclaim as one of the nation’s most livable small cities. Located on the Monongahela River, about 70 miles south of Pittsburgh, Pennsylvania, it is a great city in which to live and learn.

With 30,293 permanent residents, 29,466 West Virginia University students, and an overall population of 100,332 in Monongalia County, Morgantown is an educational, research, cultural, and healthcare powerhouse.

One-half of the population of the United States lives within a 500-mile radius and can easily reach Morgantown by one of two interstates, I-79 or I-68. In addition, the Morgantown Municipal Airport offers daily flights from Dulles International Airport. Once in Morgantown, West Virginia University’s Personal Rapid Transit (PRT) system, one of the most unique transportation systems in the world, transports travelers to and from downtown to the University’s three campuses via computer-driven, electronic vehicles moving on an elevated guideway.

Outdoor enthusiasts in Morgantown will find a playground for hiking, skiing, rock climbing, kayaking, and whitewater rafting. Paved trails that run through town are popular for running, cycling, and dog walking. The excitement of Big 12 Conference athletics fills the University’s venues with fans. A new baseball facility, currently under construction, will overlook Morgantown and provide a spectacular setting in which to enjoy both West Virginia University and minor league baseball.

All the shopping, dining, and cultural opportunities of a larger city can be found in Morgantown’s friendly West Virginia atmosphere. The vibrant downtown includes restaurants, shops, and the Metropolitan Theatre, a 1924 venue that has been lovingly renovated and hosts a variety of theatre productions, concerts, lectures, and community events.
September 24, 2014

1:00 – 5:00 p.m.
Registration
Poster Session Open

5:00 – 7:00 p.m.
Q & A with Poster Presenters
Extension Educators and Faculty from West Virginia University and Beyond

1. Post-Graduation Aspirations and Youth Retention in Rural Communities
   Jennifer Murray, WVU Extension Service
   Shannon Cottrill, WVU Extension Service
   Travis Cullen, WVU Extension Service
   Patricia Morrison, WVU Extension Service
   Allison Nichols, WVU Extension Service

2. Communication and Expressive Arts Programs: Fulfilling 4-H National Mission Mandates
   Jennifer Murray, WVU Extension Service
   Alicia Cassels, WVU Extension Service
   Karla Knoepfli, Oklahoma State University

3. 4-H Club Meetings: A Research-Based Comprehensive Service Delivery Strategy
   Liz Post, WVU Extension Service
   Alicia Cassels, WVU Extension Service

4. Explore the World with a Global Education Curriculum
   Tina Cowger, WVU Extension Service

5. SNAP Participants’ Perceptions and Use of Farmers’ Markets as Food Outlets
   Daniel Eades, WVU Extension Service
   Kristin McCartney, WVU Extension Service
   Johnna Beane, West Virginia University

6. McDowell County Kids Farmers Market Days: Kids Koupon Project
   Kristin McCartney, WVU Extension Service

7. STEM Ambassador Program
   Jennifer Robertson-Honecker, WVU Extension Service

8. Smiles for Families: Integrating Dental Messages in Nutrition Education
   Elaine Bowen, WVU Extension Service

9. Empowering Seniors to Take Charge of Their Health and Safety
   Elaine Bowen, WVU Extension Service

10. Community Volunteers as Health Motivators
    Elaine Bowen, WVU Extension Service

11. Essential Elements of Positive Youth Development
    Debbie McDonald, West Virginia University

12. One Hundred Years of 4-H Camping
    Debbie McDonald, West Virginia University

13. Strategic Planning Efforts of West Virginia County Economic Development Agencies
    Michael Dougherty, WVU Extension Service

14. West Virginia 4-H Civic Engagement Forum
    Denis Scott, WVU Extension Service

15. Shared Reading: A New Volunteer Era
    Margaret Miltenberger, WVU Extension Service
    Zona Hutson, WVU Extension Service
    Kelly Hicks, WVU Extension Service
16. College Service Activities and How They Affect Future Life
Margaret Miltenberger, WVU Extension Service
Zona Hutson, WVU Extension Service
Kelly Hicks, WVU Extension Service

17. Bridging the Centuries: Creating Extension Volunteer Organizations for the Future
Margaret Miltenberger, WVU Extension Service
Zona Hutson, WVU Extension Service
Kelly Hicks, WVU Extension Service

18. Field Evaluation of the Use of a NIOSH-Designed Guardrail System Utilizing a Hands-On Training Program for Residential Construction Workers
Mark Fullen, WVU Extension Service

19. Youth Safe Farm / USDA Youth Safety Grant
Jan Della-Giustina, West Virginia University

20. Evaluation of Effluent Characteristics and Sorption of Nutrients onto Thermally-Treated Biomass in a Woodchip Heavy Use Area for Wintering Dairy Cattle
Tom Basden, West Virginia University
David DeVallance, West Virginia University
Joshua Faulkner, University of Vermont

21. Fruits Value-Addition and Drying to Increase Food Safety, Process Efficiency, and Yield to Reduce Risks Associated with Business
Litha Sivanandan, WVU Extension Service
Judy Matlick, WVU Extension Service
Brenda Porter, WVU Extension Service
Elizabeth Metheny, WVU Extension Service
Cheryl Kaczor, WVU Extension Service
Hannah Fincham, WVU Extension Service
Andrea Bennett, WVU Extension Service
Bryce MacAulay, WVU Extension Service
Alexandra Smith, West Virginia University
Kaushlendra Singh, West Virginia University
Jacek Jaczynski, West Virginia University
Brett Kenney, West Virginia University
Winifred W. McGee, Penn State Extension

22. Effect of Processing Parameters on Dried Blueberry Yield
Litha Sivanandan, WVU Extension Service
Alexandra Smith, West Virginia University
Jacek Jaczynski, West Virginia University
Susan Slider, West Virginia University
Brett Kenney, West Virginia University

23. Hydrothermal Carbonization of Spent Osmotic Solution (SOS) Generated from Osmotic Dehydration of Blueberries
Litha Sivanandan, WVU Extension Service
Kaushlendra Singh, West Virginia University

24. Cooperative Extension and Food Safety Tram
Brenda Porter, WVU Extension Service

25. Appalachian Basin Oil and Gas Fatality Surveillance Map
Tiffany Rice, WVU Extension Service

26. Why Be Sad? How to Beat the Winter Blues
Jane Riffe, West Virginia University

27. iRESPECT: Cyber Bullying Prevention
Donald Reed, WVU Extension Service
Susan England-Lord, WVU Extension Service

28. Perceptions of West Virginia Cooperative Extension Service’s Role in Community-Level Health Promotion Coalitions
Donald Reed, WVU Extension Service

29. Venison 101
Ami Cook, WVU Extension Service

30. Literacy Leadership through National Board Certification: Strengthening Teaching in West Virginia’s Preschools
Aimee Morewood, West Virginia University
Allison Swan Dagen, West Virginia University
Schedule of Events September 24, 2014

31. WV AgrAbility
   Inetta Fluharty, WV AgrAbility
   Brandon Takacs, West Virginia University

32. Celebrating 100 Years of WVU Extension
   Educational Outreach to Women and Families
   1914 - Farm Women’s Clubs Through the
   Decades to 2014 CEOS Clubs
   Pat Gruber, WVU Extension Service

33. Energy Express
   Terri Collier, WVU Extension Service

34. 4-H Civic Engagement Forum
   Shay McNeil, WVU Extension Service

35. Display: Early History of the WVU Extension
   Service in West Virginia
   Lori Hostuttler, West Virginia University Libraries
   West Virginia & Regional History Center
   Catherine Rakowski, West Virginia University Libraries
   West Virginia & Regional History Center

6:00 p.m.
Welcome Reception

7:30 p.m.
2014 C. Peter Magrath Lecture
Presidential Reflections on the Smith-Lever Centennial

West Virginia University's former Interim President C. Peter Magrath, President Emeritus David C. Hardesty, Jr., and current President E. Gordon Gee, share their unique perspectives on and experiences with the Cooperative Extension Service and its role in fulfilling the land-grant mission.

Moderator: Nathan Sorber, Assistant Professor and Coordinator of the Higher Education Administration program at West Virginia University
Schedule of Events September 25, 2014

September 25, 2014

7:30 – 8:25 a.m.
Registration
Continental Breakfast

8:25 – 8:35 a.m.
Opening Remarks from the Symposium Chair
Nathan M. Sorber
Assistant Professor and Coordinator of the Higher Education Administration Program, West Virginia University

8:35 – 10:30 a.m.
Antecedents and Origins of Smith-Lever and Cooperative Extension

Glenn Lauzon
Indiana University Northwest
*Breaking Ground for the Smith-Lever Act: The Roles of Farmers’ Institutes*

Mary Summers
University of Pennsylvania
*Like the Dry Bones in Ezekiel’s Valley: How Seaman Knapp’s War With Professional Educators Shaped the Development of the Extension Service*

Jan School
Pennsylvania State University
*Why was home economics included in the Smith Lever Act?*

Kendra DeHart
Texas Christian University
*We are not Reaching the Home: Home Demonstration Work and Rural Transformation, 1913 to 1945*

Ezekiel Kimball, Garrett Gown, and Rachel Fiedensen
University of Massachusetts Amherst
*Boys, Be Ambitious: William Smith Clark and the Westernization of Japanese Agricultural Extension in the Meiji Era*

Discussant: Roger Geiger, Distinguished Professor of Education at the Pennsylvania State University and author of *To Advance Knowledge, Research and Relevant Knowledge, The American College in the Nineteenth Century, Knowledge and Money, Tapping the Riches of Science, and Land-Grant Colleges and the Reshaping of American Higher Education*
10:35 – 12:25 p.m.
Extension Takes Form, Challenges and Triumphs in the 20th Century

James Giesen
Mississippi State University
Of Rats and Men: Environments of Poverty and the Mississippi Extension Service

Michael Rice, Sarina Rodrigues, and Deborah Sheely
University of Rhode Island
Philosophical and Institutional Innovations of Kenyon Leech Butterfield and the Rhode Island Contributions to the Development of Land-Grant and Sea-Grant Extension

Timothy Shaffer
Wagner College
Cultivating Democracy: The Ideas and Work that Shaped Farmer Discussion Groups and Schools of Philosophy in the New Deal Department of Agriculture, Land-Grant Universities, and Cooperative Extension Service

Chad Proudfoot and Paul Garton
West Virginia University and University of Maryland
20th Century International Extension Program: An Historic Look at the International Farm Youth Exchange Program

Barton Baker, Paul Lewis, and Keith Inskeep
West Virginia University
WVU Allegheny Highlands Project: An Integrated Resource Management Model for the Land-Grant Mission

12:30 – 1:35 p.m.
Luncheon and Keynote Address

Rachel Tompkins
Senior Fellow, Rural Schools Community Trust
Tradition and Innovation: The Dilemma of the Century of Smith Lever
1:40 – 3:05 p.m.
Defining Mission and Praxis: Extension and Outreach in the Current Era

Concurrent Session 1

Jeff Skousen and Paul Ziemkiewicz
West Virginia University
The West Virginia Mine Drainage Task Force: Collaboration with WVU Extension and Research, WVU Water Research Institute, Regulators, and Industry

Cindy Fitch and Lauri Andress
West Virginia University
Health Inequities and the Role of Cooperative Extension

Litha Sivanandan, Alexandra Smith, Cheryl Kaczor, Andi Bennett, Judy Matlick, Hannah Fincham, and Brenda Porter, Elizabeth Metheny, Dana Wright, David Roberts, Ami Cook, Janice Heavner, Kaushlendra Singh, Brett Kenney, Jacek Jaczynski, Teresa Halloran, Penny Mangold, and Winifred McGee
West Virginia University, West Virginia Department of Agriculture, West Virginia Department of Health and Human Resources, and the Pennsylvania State University Extension
Importance of Cooperative Extension and Food Safety Team in Lab-to-Community Technology Transfer Programs

Session Chair: Erin McHenry-Sorber, Assistant Professor of Higher Education at West Virginia University

Concurrent Session 2

Barbara Howe
West Virginia University
Home Economics Provided Careers for WV Women in Extension Before WW II

Barbara Murphy, Kathryn Yerxa, and Kathleen Savoie
University of Maine
Maine Harvest for Hunger and Eat Well Volunteers: Combining the Passions of Volunteers to Address Food Insecurity in Maine

Amy Leigh Allen and Timothy Nutt
University of Arkansas
Improving the Lives of Women and Children: Extension Homemaker and 4-H Clubs in Arkansas

Chuck Talbott and Tim Sayre
West Virginia University
Elementary Students Use School Gardens as a Perennial Educational Tool

Session Chair: Melissa Luna, Assistant Professor of Curriculum and Instruction and Literacy Studies at West Virginia University
3:10 – 5:00 p.m.
Reimagining Extension and Engagement for an Uncertain Future

L. Christopher Plein
West Virginia University
The Role of Intermediaries in Rural Community Engagement

Allison Nichols and Jane Riffe
West Virginia University
How Extension Educators Address and Evaluate Changing Coalition Needs

Gary Taylor
Iowa State University
Young Iowan’s Expectations of the Future University

Scott Peters, John Armstrong, and Monica Hargraves
Cornell University
A New Measuring Stick? Reclaiming and Assessing Cooperative Extension’s Cultural Aims and Work

Nancy Franz
Iowa State University
Reorienting Land Grant Universities as a Public Good: The Role of Extension’s Public Value Movement

Discussant: James Woodell, Assistant Vice-President for Innovation Policy at the Association of Public and Land-Grant Universities

5:00 p.m. – 5:10 p.m.
Closing Remarks from the Symposium Chair

Nathan M. Sorber
Assistant Professor and Coordinator of the Higher Education Administration Program, West Virginia University
West Virginia town creates first online farmers market with WVU Extension

The produce is so plentiful in Southeast West Virginia’s tiny Monroe County that the old joke that if you leave a car door unlocked, you’ll come back to a bag of zucchini on your seat is no joke.

This abundance of fruits, vegetables and meats in the county of 20,000 cattle and 12,000 people meant a physical farmers market as a way for local farmers to sell their goods was a waste of time.

Meanwhile, 133 miles away, in the state capital of Charleston, there were cooks wanting fresh vegetables or to support “eat local” initiatives.

West Virginia University Extension, which often works with small farms and farmers markets around the state as part of its many agricultural programs, was able to help seller connect with buyer by creating an online farmers market, and weekly or bi-weekly delivery service for the new customers.

“We knew if we wanted to survive, that we needed to get the product out of the area. The online market was created out of necessity,” said Dan Copeland, who along with his wife, Jennifer, owns Indian Creek Farm and didn’t have enough customers to purchase their lamb, peppers and goat’s milk soap.
The Monroe Farm Market Cooperative is one example of a 21st Century program that fulfills the vision of the Smith-Lever Act of 1914 which established the U.S. Cooperative Extension System, a partnership of the Department of Agriculture, land-grant colleges, and state and local governments.

WVU is celebrating the Act’s centennial, and with a two-day symposium, entitled Century Beyond the Campus: Past, Present, and Future of Extension. The symposium highlights not only how WVU has structured modern Extension service, but how Extension extends educational, social and economic benefits of higher education beyond the campus and into communities across the state.

“Community does not always have to be geographically located side-by-side. They can be a community miles apart with common goals and interests,” said John Spangler, president of the Monroe Farm Market. “This allowed our farmers to stay on the farm. It allowed them to be with their family, have that connection and keep our way of life the way we like it.”

Charleston is home to about 51,000 people - a change from Monroe County, located in the New River-Greenbrier Valley region, with no stoplights and no fast food restaurants.

“There’s plenty of market there,” said Brian Wickline, WVU Extension agent – Agriculture & Natural Resources for Monroe County. “There are still folks interested in wanting to know who their farmers are; they want to be able to put a name and a face to their products.”

The online farm market is a new concept to most in the state, and many farmers were unsure how their product would translate to an online world.

It started out with spreadsheets. A group of Charleston customers who showed interest filled out their meat and produce request on a spreadsheet and e-mailed it back to the market manager, who contacted farmers on what to bring and for whom.

The program quickly evolved into a website where customers can log in, select items the farmers have available and order their groceries for the week. An app for both iPhone and Android phones is now available, as well.

“The Monroe Farm Market worked exactly like an Extension project should,” Wickline said. “Extension was very involved early on, and as they became more organized, Extension was able to step back and let the organization run itself.”

The Monroe Farm Market created a board of directors to oversee operations.

“When we first started this market in 2006, we had only about four or five producers. At present day, we have 30,” Spangler said.

“This co-op is unique because we all work very well together. Everyone is so different, and we don't compete with each other. And because of our cooperation – we have really grown … We used to haul everything in the back of a mini Chevy Blazer. Now, we have enough product to pack a box truck.”

“We knew if we wanted to survive, that we needed to get the product out of the area. The online market was created out of necessity,”

- Dan Copeland, Indian Creek Farm
Dan Copeland drives all the product from various farmers in Monroe County to two separate locations in Charleston: the West Side and South Hills.

“I’ve gotten to know all the customers, and I see them week after week – sometimes every other week – but I know them, and they know me,” Dan said.

Jennifer Copeland added, “Sometimes he’ll come home and say ‘So-and-so just loved your beets,’ or ‘they just bragged about your lettuce,’ and it’s just an extra sense of accomplishment to grow that and know that somebody’s really enjoying it.”

The duo, who have been farming all of their lives, raise squash, peppers, cucumbers, tomatoes, lamb, pork, beef and poultry, as well as value-added products like jellies, jams and goat’s milk soap. The Copelands’ two Great Pyrenees dogs guard the acres of land that produce crops they deliver each week.

“You raise it, you put it online by Sunday, then the customers can look at what you have available, and they order what they want, and you can see what you have sold. If you don’t sell everything you have available, you can find another use for it – in another product or freeze it,” Jennifer said.

“Or we get to eat it that night for dinner!” Dan added.

Because all of the growers are working toward a common goal, Jennifer said there is little competition.

“If one producer is asked to fill an order, and they don’t have that – instead of trying to keep that order to themselves, they’ll get on the phone and call another producer: ‘This customer needs 10 lbs. of cucumbers. Can you fill this order?’” she said.

“Or I had a producer just the other day who had a lot of cabbage, and he knew I canned cabbage for sauerkraut. He had some extra so he told me to come and get it because it would go to waste.”

When the Copelands were thinking of lowering their price on lamb, they called the other lamb producers to let them know as a courtesy. That way, they said, nobody has an unfair advantage.

“If that customer likes one product better than that other – that’s great. They shop from that producer,” Dan said.

“The market is a big family – the growers, the customers – it’s everyone working together and cooperating,” Jennifer said.

The Copelands, along with the dozens of other farmers from Monroe County, continue to add new products to their farm to help feed the growing customer base and provide a variety of items to best suit their Charleston community.
Spangler said in addition to helping support farmers, the Charleston customers enjoy the online market.

"From a consumer aspect, you're getting food that comes 24 hours from harvest. We have customers all the time say 'we can't believe the shelf life' because when you buy lettuce in the store, it's already a couple weeks old. You get it from us, and you're looking at almost a month shelf life," Spangler said.

"The customer learns about us and starts to know our family, and we build that relationship. They see the impact they have on a farm family’s life by the amount of money they spend. If they go to a large store and spend their grocery budget, it doesn't really affect the bottom line of that store. If they get, say, $100 worth of food from a farm family, now that family may have paid their electric bill, they may have got a new piece for the car, they may have gotten their kid a new backpack to go back to school or they may now be able to get their medicine."

Customers can order their groceries online, pick up their box of food, write their check and head home – all while helping farmers make a living.

Sandra Massenburg, 63, of Charleston, has used the Monroe Farm Market for about two years.

“The merchandise is always fresh,” she said. “The food is mostly organic, and I like that I can shop almost exclusively through the market with meats, cheese, fruits and vegetables available.”

The convenience – and supporting fellow West Virginians – is paramount to Massenburg. She, along with other Charleston customers, shop from the market in an effort to help farmers in the state and contribute to a growing and sustainable farming community.

“We need this Charleston market. We have the product; we just needed people. Without it, I don't know how a farmers market could’ve continued in Monroe County,” Dan said.

Editor’s Note: This article and accompanying video, available at http://wvutoday.wvu.edu, is one of a series of stories highlighting the programs of the WVU Extension Service in recognition of the 100th anniversary of the Smith-Lever Act. The series showcases West Virginia University’s leadership in public higher education engagement beyond the campus.

Story by Candace Nelson
University Relations/News

Video by Hannah Maxwell
University Relations/News