

State Executive Board

Recommendations to State Executive Board

- Times of conferences, area meetings, report deadlines, development of committee goals, etc., need to be formulated for the entire year. This information should be printed on yearbook covers and in the State Handbook.
- Use an alumni group of past elected board members to stimulate leadership and potential growth.
 - To serve as advisers
 - To initiate new programs or chair special projects
 - To make suggestions regarding new leaders
- Identify and develop members' skills and attributes in cooperation with the county WVU Extension office and county Community Educational Outreach Service Councils.
 - Explore developing profile of county membership to use in leadership recruitment, training, programming, etc.
- Nomination forms for state positions will be distributed by Chairperson or State President to county presidents. Presidents will share forms and work with county officers and agents to find people to fill positions.
- Pass information to new chairperson, with copies to area representative, county Extension offices.
- Area leadership for county leaders, county Extension offices.

Recommendations to County Councils*

- Formulate county and club bylaws and follow them.
 - Clubs and counties need to review and furnish copies of bylaws to new officers, chairperson, and/or put in county yearbook.
 - When training new leaders, officers, and chairpersons, provide access to the bylaws.
 - Terms of office should be defined and terms limited at all levels.
 - Appointed positions should be defined and terms limited at all levels.
 - Follow *Robert's Rules of Order, Newly Revised*.
 - Club bylaws should say what happens to money when a club dissolves.
- Organize a Past County Presidents' or Officers' group to help develop leadership potential. Use these people to:
 - Help train new officers and committee people
 - Organize new clubs
 - Suggest people to serve in area or state positions
 - Advise and assist, as needed
 - Pursue special projects

*See also county council suggestions.

- Identify and develop leadership potential in members.
- Recognize the training that county people receive at state and area meetings by using their expertise in writing or teaching a program, conducting a workshop, developing a newsletter article, etc.
- Help defray the expenses for people to attend annual conference and have people present information to the county program.
- Follow recommendations for organizing new clubs. Topics to be discussed include who organizes a group, when is group ready for organization, what information should be given when organized, and for how long should new groups be worked with (see membership and diversity section).
- Counties write and release news articles recognizing local members serving in area and state positions.
- Counties use news releases distributed through Extension media or other state sources.
- Counties should develop their own yearbooks. (Yearbook covers may be purchased each year. They are to be distributed by November 1 to requesting counties.) **One copy of each county's yearbook should be sent to the appropriate area representative.**
- Counties need to combine meetings whenever possible, schedule several meetings on one date, etc.
- Invite State Executive Board members to be ex-officio members of County Council. They may have experiences and knowledge that could benefit the group.

Community Educational Outreach Service Image

To ensure that the West Virginia Community Educational Outreach Service, Inc. (WVCEOS) organization continues to meet the individual and collective needs of the residents of our rural and urban areas, efforts must be directed toward promoting the educational emphasis of the organization. It is desirable that we foster an image of learning and volunteer service in the community at large.

Recommendations for Image and Identity

- Update the brochure, “Community Educational Outreach Service: This is Your Organization.”
- Define community issues and cooperate with other groups to maximize effectiveness, to find solutions, and to broaden the visibility of the Extension program.
- Strive to promote a positive image of the organization.
 - Implement a state and county marketing plan.
 - Use available media resources for all programming efforts.
- Publicity should emphasize such issues as continuing education, leadership development, improved health and nutrition, family structure and relationships, resource management, environmental stewardship, increased family income, appreciation of heritage, and improved quality of life at all stages.
- CEOS members should emphasize the educational focus of the organization.
- Review and update, as needed, the WVCEOS exhibit housed at the Dorsey Resource Center.

Communications

Recommendations to State Council

- Allocate money to develop a marketing plan.
- Encourage county organizations to produce newsletters in a timely manner.
- Develop and distribute guidelines for the use of the West Virginia Community Educational Outreach Service graphic identifier.
- Develop promotional and sale items using the CEOS graphic identifier. Suggestions include: pins, tote bag, notebook, planners, t-shirts, flyers, handbooks, etc.
- Encourage area presidents’ council to meet regularly.
- Appoint someone as state/county/club historian to continue to update the organizational archives and history.



Openline

The *Openline* is the newsletter for the West Virginia Community Educational Outreach Service, Inc. It is published quarterly and sent to key leaders at county and state levels, including county officers, club presidents, county committee chairperson, agents, state executive board, state committee members, and past state presidents.

Guidelines for *Openline* Articles

Keep in mind that your articles are your contact to leaders, club presidents, and others. Therefore, you need to write about the most interesting and outstanding accomplishments of your area of interest. This is a chance to brag about your county, area, or committee.

It is suggested that writers go into more detail about specific successful projects, instead of reporting on all that has occurred since the last article.

Some rules:

- An article should be about 300 words or one typed (double-spaced) page. Include clip art that relates to article, if available.
- Good-quality photographs may be submitted. Action pictures are more interesting than just a lineup of people.
- Send all articles to the state editor by the following deadlines.

January 15	Beckley Area
April 15	Charleston and Keyser Areas
July 15	Morgantown Area
October 15	Parkersburg and Weston Areas
- State Board and state committees should have a short message in each newsletter. County presidents should write about one outstanding program or project during the year.
- All articles should be signed by the writer, with current organizational title.
- When writing an article, remember that it will be read approximately one month later.
- The final decisions regarding what will be included in the newsletter lies with the editor. However, every effort will be made to preserve the content of articles.
- Counties may submit articles at times other than “assigned” times. Extra special-interest items are encouraged.

If counties follow these guidelines, stories will be read by more people. Club, county, and state leaders enjoy reading about what is happening throughout the state – especially if it is told in a short, dynamic article.

Membership and Diversity

Recommendations for Improved Membership and Diversity

- **Develop quality programs to reach all age levels**
 - Target needs of members and prospective members
- **Streamline meetings**
 - Use agendas and pre-planning
 - Use executive committee
 - Use more committees
 - Be conscious of time management – be flexible
 - Establish deadlines
- **Combine meetings**
 - Hold council meeting and a training meeting same day
 - Encourage clubs to have educational sessions and workshop on same day
 - Keep club size manageable
- **Rotate among daytime, evening, and weekend meetings to accommodate employed members and others** (e.g., breakfast meetings, early evening, etc.)
- **Provide quality programming that**
 - Is educational as well as interesting
 - Uses available resources
 - Has topics of interest to all ages
 - Allows club to choose educational program topics
- **Form special-interest groups**
 - Brown-bag clubs (lunch and learn) for employed
 - Video clubs
 - His and her clubs
 - High school groups
 - Young adult club
 - Single parents
 - Senior citizen groups
 - Special-interest club (within a club or county), such as gardening, book review, quilting, heritage arts
- **Reduce costs**
 - Car pool
 - Combine meetings
 - Rotate child care among members
 - Provide scholarships to county, area, and state meetings

- **Work with state, area, county, and club membership chairpersons**

- State chairpersons relay information to area and county chairs throughout the year; county chairs relay information to club chairs
- Remember all members are membership promoters
- Personal contact

- **Involve, motivate, and recognize members**

- Define needs and problems
- Address those by programs
- Choose program topics wisely
- Rotate leadership
- Cooperate with other agencies and community
- Expand programs to new groups, into schools, etc.
- Honor 50-year members

- **Provide publicity**

- Publicize club work in newspapers and media
- Use current disclaimer clause in all news items.

Programs and activities offered by the West Virginia University Extension Service are available to all persons without regard to race, color, sex, disability, religion, age, veteran status, political beliefs, sexual orientation, national origin, and marital or family status.

- **Develop membership forms for use at club and county levels**

- **Consider a Members-at-large (MAL) Program** (also called mailbox membership).

- Members-at-large or mailbox members are dues-paying persons who do not belong to an organized club. Members-at-large are persons who:
 - ◆ are invalid or too elderly to leave home to attend club meetings
 - ◆ have no organized clubs in their area
 - ◆ are interested in the educational opportunities of the program but are unable to attend club meetings
 - ◆ are not interested in formal club structure
- Members-at-large pay county and state dues and any additional fees desired by the county such as cost of county newsletter.
- Members-at-large may participate in CEOS programs such as:
 - ◆ community service projects
 - ◆ county council activities
 - ◆ state conference, activities, tours, and workshops
- County newsletter and/or other correspondence should be sent to MALs. Program topics (lessons) being taught should be listed; however, members-at-large should be encouraged to write or call for copies of materials rather than automatically mailing materials to them.
- Counties should set some type of mechanism to contact members-at-large periodically regarding membership in organized clubs. They should be encouraged to join an existing club at the earliest opportunity.

Leader Recruitment

Qualities to Look for When Recruiting for Leadership Positions

- Ability to do job needed and to follow through responsibly
- Willingness to take responsibility and be generous with ideas
- Knowledge of organization's work and parliamentary procedure
- Willingness to take risks and try new things
- Motivated
- Looked to by others for guidance; respects others' opinions; is not too aggressive; is an effective listener
- Able to think for oneself and also follow, when necessary
- Maturity and ability to reach decisions, is aware of problems; comes up with solutions

Who Should Make Recommendations for Leadership Positions?

- *State and Area Positions*
Agent, county council presidents, county executive board, area representatives, state officer alumni group.
- *County Positions*
Recruitment committee with local club presidents working with county president in conjunction with agent and county alumni officers.
- *Club Positions*
Club members, club president, alumni officers.

Suggestions for Leader Recruitment

- Be aware that leaders come from among club members. Those seeking leaders should watch members at work. The search for leaders should be constant, not just at election time.
- Have co-officers if can't get one person to do the job.
- Decide whether nominating committee is to choose a single-person slate (one name per position) or dual-person (at least two names per position) slate.
- Ease people into leadership positions with encouragement and training.
- Should review length of tenure for major officers. Some counties and clubs have problems of:
 - persons not wanting to relinquish positions, and
 - nominating committees who do not wish to suggest others for fear of "hurting feelings" of those currently in office

County and club bylaws need to state length of term for officers, and these guidelines should be followed.

- Explore ways of using past officers. May want to consider a past presidents' or past county and club officers' group. Group should have specific goals.
- Officers, particularly the president, need to be aware that leader recruitment is a part of their role description.



Programs and Educational Program Topics (Lessons)

Recommendation for Program Topics

- Allow each county educational committee to select and be responsible for one topic of its choosing that is related to its committee work.
- During annual county committee planning meeting, explore possible program topics of interest (encourages future planning).
- Establish a committee to explore possibilities for using programs developed by Extension Services in other states.
- Emphasize new or different leader training techniques to add variety, promote creativity and interest, and create more member involvement.
- Encourage clubs to select topics that are of interest to their members. If the county topic is not of their choosing, select another one or develop a new topic.
- Conduct a club member survey to determine subjects for new program topics.
- Set up an exchange program between counties in an effort to exchange program topics.

Standing Committee Purposeful Reading Committee

Purpose

The Purposeful Reading Committee of the Community Educational Outreach Service (CEOS) is to read, review, and recommend books that might be of interest to the CEOS members around the state. These books fall into categories of fiction, nonfiction, and self-help. There shall be six (6) members on this committee.

Committee Members

- There should be only one member per area, and the term is for six (6) years. If there is no one on the waiting list, a member may return for another six (6) years.
- Chairperson is to be elected at the April meeting by the members of the committee. The term is for one year and the chairperson can be reelected up to three (3) years.
- Assistant Chairperson is to be elected at the April meeting by the members of the committee.

Duties of the Chairperson

- Stay in contact with committee and State Library Commission personnel.
- Receive the reports of the books read by the committee members.
- Attend all Reading with a Purpose meetings and preside over the meeting.
- See that the books are brought to the review meeting and to the Annual Conference, if possible.
- Set up exhibit and return books to the State Library Commission.
- Prepare a list of the recommended twenty (20) books; send that list to the *Openline* editor and to the State Library Commission by July 1.
- Keep all copies of the past Reading with a Purpose book list.
- Receives scholarship to attend Annual Conference.

Duties of the Assistant Chairperson

- To help the Chairperson in any way and to become knowledgeable of how the committee works so he or she is prepared to become Chairperson in the future.

Duties of Committee Members

- Read all books that are sent from the State Library Commission and then return the books by book rate (WVCEOS will reimburse the postage) to the State Library Commission.
- Send copies of read books forms to the Chairperson.
- Attend the meeting for the review of the books (this is the same time as the committee training in April); expenses will be paid by the WVCEOS.



Educational Committees

State Committees

Each of the educational committees – Continuing Education, Family, and Marketing and Membership – establishes an objective and/or goal for unifying club and county committees in the plan of action. A priority goal and copies of suggested programs and activities with resources to accomplish these goals are distributed to each county.

State educational committees are composed of 12 members – two from each of the six areas. (Members should be from **different** counties.) Each member represents the whole area in which he or she lives – not just one county. Length of term is two years, with appointments to be made on alternate years (i.e., six appointed one year, six the next; committee members from the same area should not rotate off the same year). This allows some continuity within the committee.

The state committee members who are within the area should be used as primary resources for area training meetings. Educational committee members are to be appointed by the area representative with help from the assistant and the area council. If area committee appointments are not filled by February 1, the State Vice President will have the option of filling any or all vacancies.

The members of the state committees select the chairperson for the next year at close of the Educational Committee Workshop at Annual Conference.

The State Vice President works with state educational committees.

Recommendations

- State committees should emphasize one of the goals to be worked on statewide. Suggested county and club activities, resources, etc., should be identified by the state committee and sent to counties. All plans made by the committee should reflect the major goal.
- With new committees covering a variety of topics, each committee should choose only one or two topics on which to focus each year.
- State committee chairperson, or a member of the committee, should submit an article for each *Openline* issue.
- A continuing effort should be made to improve report forms so that information obtained is useful to the state and county committees and as accurate as possible. If possible, report forms will be sent to counties early in the program year.
- Simplify report forms for clubs.
- WVCEOS Educational Committee Chairpersons should not serve as a counterpart committee chairperson in their county the same year they are WVCEOS Chairperson. If they do, their county report will not be eligible for competition for that year.
- State committee members and state officers take committee training to areas in order to reach more people. This can be done through discussion groups, question-and-answer sessions, skits, displays, etc.

State Educational Committee Member

Position Responsibilities

- Attend and actively participate in state committee planning and training meeting.
- Share ideas and concerns that reflect the needs of all the counties in area.
- Share the responsibility for planning and implementing the committee workshop at Annual Conference.
- Complete any assigned tasks to ensure a successful workshop.
- Attend area council meetings.
- Be available to conduct training with committee chairpersons at area, multicounty, or county workshops.
- Report activities conducted in the area to the state chairperson.
- Chairperson prepares a final report from all county reports submitted.
- Chairperson secures certificates for presentation to counties with top reports.
- Chairperson secures qualified, unbiased judges to review all complete reports submitted by counties.

Basic Skills or Education Needed

- Interest in and knowledge of subject matter of committee to which assigned.
- Ready access to transportation.

Time Requirements

- Appointment is for a two-year term, but much of the work occurs the year before term begins.
- Expected to attend training and planning event in spring of year before term begins and in first year of appointment.
- Expected to attend Annual Conference at WVU Jackson's Mill and assist with committee workshop for two years.
- Time necessary to conduct training workshops, write reports, etc.

Benefits

- Travel, meals, and lodging expenses for attending planning and training meetings at WVU Jackson's Mill covered by state board.
- Conference expenses picked up the years you have responsibility at Annual Conference (includes meals, dorm-style lodging, registration fee, etc.).
- Opportunity to learn about state organization and the inner workings of the committee to which you are appointed.
- Good opportunity to gain leadership skills.

Agents and Specialists as Consultants

- Appointed by State Vice President for a four-year term (two years assistant, two years chair).
- Attend state committee training and planning in the spring. Make suggestions for and give support in planning and carrying out committee training sessions at Annual Conference. Provide support with committee packets and training handouts. Attend Annual Conference committee sessions. Offer any assistance that would benefit the committee and its work.



Community Educational Outreach Service Week

It is hoped that each county and club will assist in letting the public know about the Community Educational Outreach Service (CEOS) during the designated full week. The CEOS Proclamation is posted on the Web (www.wvu.edu/%7Eexten/depts/F&Y/eh/CEOS_Proclamation_FORM.pdf). (See CEOS Proclamation under the Marketing Resources section.)

Activity Ideas for CEOS Week

A variety of activities can be conducted. Some that counties have completed successfully in the past include:

- Have a proclamation of CEOS Week signed by the county commission president, a mayor, or other key decision-maker. (See CEOS Proclamation under Marketing Resources section.)
- Set up educational exhibits at club and county level.
- Focus activities around a theme.
- Set up window displays in prominent places.
- Start the week as a group by going to church or synagogue, conducting community meditations, etc.
- Make and use banners. (See Guidelines for County/Club Banners under Marketing Resources section.)
- Have a public tea or other social event.
- Hold a special day for committees to do their special things.
- Have a special event; e.g., Heritage Days.
- Feature a special media presentation in newspaper or on radio or TV.
- Decorate mailboxes, plant a special tree, etc.
- Conduct a special community project.
- Take prospective members or county officials to lunch.

Recommendations to State Council

- Develop statewide theme for all counties to use.
- Prepare statewide news release(s) that counties and clubs can adapt.
- Distribute statewide numbers, etc., for counties to include in releases.

Member Recognition

General Comments

- Recognition is a way of saying “thank you” or “well done.” It is needed to reinforce participation and provide the individual with encouragement toward self-betterment, desire to continue to participate, feeling of self-worth and accomplishment.
- Recognition for activities and special tasks can and should be done in many ways: personal or public compliment, letter, certificate, pin or small gift, article in newspaper, reception, tea, luncheon, or other special activities.

Recommendations

Recognition from State

- Recognition certificates for outgoing officers
- Inexpensive thank-you gifts for outside speakers at special events, conferences, etc. (not CEOS members)
- Newspaper articles prepared and distributed about newly elected officers and area representatives (by state marketing and membership committee)
- Fifty-year members recognized with listing in *Openline*
- Award winners recognized at a state meeting
- Outstanding county report from each educational committee (suggest certificate, listing in *Openline*)

Recognition from County or Club

- Adapt items listed under Recognition from State
- Newspaper articles featuring special award winners
- Newspaper articles featuring a club history
- Report of county activities mentioning clubs (slide presentation might be used for county meeting)
- Members who attended all their club meetings in a given year
- Members who have read three or more books from any of the Purposeful Reading List categories
- Clubs with most new and/or young members
- New clubs
- Former leaders
- Outstanding community projects
- 50-year clubs
- “Volunteer of the Year” or “Member of the Year” in different age groups
- Tea or coffee for new club presidents
- Special recognition for agent
- State officers, committee chairperson or other area, state, or national dignitaries
- Other

- Certificates of recognition presented to outstanding individuals or groups who make significant contributions to the state Community Educational Outreach Service program, as determined by the Board.
- Thank-you notes to individuals (with copies to their supervisor) who contribute to the Community Educational Outreach Service program.
- A “general” recognition certificate is sometimes available and may be purchased by County Councils for special recognition as needed.