

About This Issue

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THE *Journal of Cooperative Extension* is dedicated to the professional growth and advancement of those who have chosen Extension education as a career and to other leaders in adult education and community development. Its pages will carry articles based on research from many disciplines having a bearing on the diverse situation confronting the professional Extension worker and adult educator. In addition, the *Journal* will publish dissertations and opinion papers on Extension education by outstanding authorities in related fields of interest. Book reviews and abstracts will provide the reader an insight into current literature.

The *Journal* idea had its genesis several years ago with some Extension people serving on the National 4-H Evaluation Development Committee. They recommended the creation of a professional Extension journal to the Extension Committee on Organization and Policy (ECOP) of the Association of Land Grant Colleges and State Universities. During the ensuing years the idea was explored and studied by a special ECOP subcommittee and the professional associations of Extension workers. The need for such a publication became evident—Extension workers were realizing that Extension education was becoming a profession in its own right. Staff members were becoming increasingly aware of the need for assistance in developing greater professional competence.

Encouraged by the endorsement of the idea by three professional associations of agents, Epsilon Sigma Phi, and American Association of Agricultural College Editors, ECOP accepted the recommendations of its subcommittee and approved the creation of a corporation to edit and publish the *Journal*.

Extension directors unanimously agreed to support the enterprise with the understanding that after the first year the *Journal* would become self-supporting through subscriptions.

The University of Wisconsin was invited to become the first site institution. This invitation was accepted and editorial and manage-

ment responsibilities were placed in the National Agricultural Extension Center for Advanced Study. The Editor and the Managing Editor are members of the Center staff. This core staff is augmented by liaison staff members from each state Extension Service and the Federal Extension Service (listed on page 64).

The publication of the *Journal* is under the direction of a Board of Directors (inside back cover). An Editorial Committee (inside front cover) recommends editorial policy and is advisory to the staff.

The success of the *Journal* will depend, first, on the production of a useful publication, and secondly on the use made of it by staff members interested in professional growth and development.

We invite you to study and scrutinize carefully this first issue and advise us as to the extent we have fulfilled our contribution to the success of this venture. We also invite you to make a conscious effort to incorporate the parts of this issue that have a bearing on your responsibilities into your day-to-day activities: the extent to which you are able to do this will determine how adequately you fulfill your contribution to the success of the venture.

A Bird's Eye View

We think you will find in Administrator York's article, "The Professional and His Journal," a concise statement of why such a publication is being inaugurated. He has clearly spelled out what makes Extension work unique in education.

Anderson has identified an approach to effective teaching in a way that is more vivid than most of us have ever considered. The "inductive approach," as he describes it, will not only sharpen your wits about your own method of teaching, it will help you understand why the demonstration and other unique Extension methods have been so successful.

Every Extension worker is confronted with identifying effective approaches to encouraging the acceptance and adoption of new technology. Rogers synthesized extensive research evidence to help you develop a "strategy of change." Even though the bulk of research summarized in "The Adoption Process" has been concerned with the adoption of agricultural technology, there is good reason to expect the same approach to apply to other types of technological and perhaps sociological change.

Complementary to the "Adoption Process," Rosslyn Wilson, in "Rural Families and the Mass Media," has synthesized research on factors influencing the use of communication media. She presents some useful clues you may want to consider in trying to bring in-

formation to the attention of the people you are attempting to serve.

There has been much speculation as to the influence the family, and particularly the farm wife, has on decisions that affect the family and the farm operation. Ruby Craven, former Home Management Specialist, South Carolina, has interpreted some of the available research findings in this respect in "The Family Role in Decision Making." There are implications here as to the role the farm wife plays in business and family decisions that deserve close attention by all Extension personnel.

Leader training elicits more discussion and attention than perhaps any other facet of Extension—especially in 4-H work. In "Role of the Agent in Leader Training," Laurel Sabrosky has clearly and concisely pointed out present research knowledge in regard to leader training and has related it to a professional educational role for the agent. This article is an excellent introduction to a treatment of the volunteer leadership approach to teaching to be treated in subsequent issues of the *Journal*.

Staff efficiency and effectiveness is a constant concern. Currently much thought and attention is being devoted to county staff administration. From a varied background in administration pursuits in Extension, William E. Skelton introduces the idea in "Serving as Chairman of the County Staff." What he has to say applies to all personnel and to all levels of administration. Subsequent issues of the *Journal* will treat aspects of the topic in more detail.

Even though we would like to escape the fact, what the public thinks of Extension affects us all. Until recently, we have done considerable guessing about what the public does think. Recent research findings and "educated opinions" provide a more objective basis for analyzing the situation. Blalock, Greenwood, and Abraham have summarized this information in "What the Public Thinks of Extension."

Check the book reviews and abstracts. You will find cited pertinent and current published literature—books and articles—that may have a relationship to your present responsibilities. Your comments, suggestions, and criticisms of this issue are solicited and will be welcomed.

The Editors