

editor's page

Extension: The Human Touch

We often say that the Extension movement in the United States focuses on people. Most Extension professionals are enveloped with "people problems," "involving people," and "people-oriented education." "Helping People Help Themselves" has been cited as the Extension motto for many years.

In practice, however, our Extension activities often focus on societal or experts' *perception* of people's problems. Sometimes these perceptions are accurate; other times they're not.

One group of people who seldom are considered when we talk about Extension's people orientation are the people who serve in Extension themselves. The Extension professional typically spends most of his or her life serving other people's needs without facing the many personal problems so common to Extension personnel. This issue is aimed at you, the Extension professional, and I believe this focus will help us all better serve ourselves, our families, and the people we help learn.

We received over 40 manuscripts for this issue. Although it was a difficult job deciding which few might occupy the pages of the special issue, the number eloquently spoke another message: Extension staff are concerned about focusing on human beings, their problems, and their individual development. Some have said Extension staff have lost this desire or ability due to advanced technology. This issue, its contents, and the daily activities of the many Extension professionals doing their jobs, in spite of increasing bureaucratic pressures, convince me Extension truly is a profession with "the human touch."

Patrick Borich, *guest editor*
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Pat Borich, guest editor, personifies people-oriented education by Extension for Extension. Many thanks, Pat, for serving as guest editor.

Looking ahead to 1983, program evaluation will be our theme issue for September/October, 1983. Mary Andrews, program leader for evaluation and reporting with Cooperative Extension at Michigan State, will be guest editor. Each Journal liaison has received a flier requesting manuscripts.

