

# editor's page

## Opportunities? Yes!

Opportunities for Extension in the 80s? Absolutely! In my opinion, the opportunities for Extension are as great today as they have been at any time in my 45 years of Extension connection.

It's true that Extension is in a crisis period relative to financial support. And we're still recovering from the negative milieu that was created by the forced ("mandated" was the euphemism we used) national evaluation of Extension. But just as the Chinese symbol for crisis combines the symbols for danger and opportunity, out of our recent adversity will come rich opportunities.

Extension, I believe, stands at two thresholds. One is the threshold of improved program development processes. They're evolving from the national evaluation, from a study that's clarifying our understanding of our program evaluation processes, from a task force that will help us develop more systematic planning and reporting processes, and from a committee that's projecting Extension programs and opportunities into the 80s.

The other threshold is a technological one. An abundance of electronic means of instantaneously disseminating knowledge now exists. In addition, the capacity of computers to compute data and manage information lies largely untapped. Extension's opportunity will be to move aggressively to step across that technological threshold.

Read in this issue what some of your colleagues have written about Extension's opportunities in the 80s. And, please join me in expressing appreciation to them for their efforts. I've already thanked the several other writers whose good ideas we were unable to include.

Gratitude is also due five people who served as extra reviewers for this issue: Patrick Borich, Minnesota; Violet Malone, Illinois; Clarence Cunningham, Ohio; Jerry Parsons, Iowa; and Maxine Ferris, Michigan.

*Ray*