



The Cure for Stress

by Phil Houseal,
TCEA President

What would you say if I told you community education held the cure for stress?

It's no secret more of us are stressed in this economic climate. So I went back to reread Dale Carnegie's classic *How to Stop Worrying and Start Living*.

Those who have read Carnegie's books know he is fond of using real life examples to illustrate his points. One such anecdote was about a man who tragically lost not one, but two young daughters. The bereaved parent could not shake his anxiety and depression, until one day his remaining son asked him to build a boat.

At first the father was in no mood to start the project, but he relented and spent three hours working with his son. To his surprise, those three hours were the first time in months he was free of stress.

"I realized," the father said, "that it is difficult to worry while you are busy doing something that requires planning and thinking."

This man went on to build his therapy around doing home repair projects, volunteering, and taking adult education classes. The result? He no longer had time or energy to worry - not to mention the side benefits of fixing up his house, raising money for the Red Cross, and learning a foreign language!

Carnegie attributes this phenomenon to the simple fact that the human mind cannot contain two thoughts simultaneously. As an example, he challenges the reader

Texas Community Education Association
www.tcea.com

Winter 2011



Afterschool workshop trains 175

With topics such as childhood obesity and the "mind of a sparrow," the 175 afterschool providers who attended the TCEA Afterschool Workshop on Saturday, November 12, went away with skills they could use on the following Monday.

The annual training was "very successful" according to Helen Kimsey, TCEA Executive Director and prime planner of the event. Participants came from the YMCA, YWCA, area schools, and San Antonio Youth.

Local experts presented 36 breakouts that

gave tips on handling difficult students, entertaining tiny ones, incorporating academics in outdoor games, and dealing with bullying.

"Instead of training administrators, this was training for youth leaders - people who work directly with the children," Kimsey said. "People tell me this was the most useful workshop they ever attended."

Other comments:

"Each session was better than the last."

"I wish I could attend all of sessions."

"It made me feel important."

"I enjoyed networking with peers."

"I have attended 4 years, and I learn something new and valuable every time."

2012 Annual Conference!

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Remembering Cliff Whetten

Community Education lost a dear friend this year. Look inside to read about the life and accomplishments of Dr. Cliff Whetten.



Marketing Synergy

If you are looking for a "one size fits all" solution to marketing your community education program, you will never find it. So says Craig Jenkins, President & CEO of New Reach Me-

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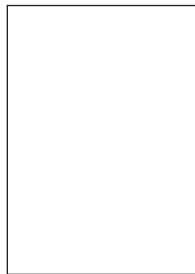
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The official newsletter of the Texas Community Education Association
Phil Houseal, Editor

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dia, a marketing company and one of the newest Partners to the Texas Community Education Foundation.

They are not just an email marketing company, or a mailing house, or a printing consultant, although they handle all of those aspects of your project. "We are a marketing and communications company that specializes in providing integrated solutions that combine online and offline media," Jenkins explained. "We basically provide solutions that incorporate special websites, email marketing, and direct mail campaigns that work together to communicate and promote dialog with a target audience."

New Reach Media has a long relationship with North East ISD, bringing their expertise to fine tune and increase results of their community education marketing. As with most of their clients, New Reach Media often finds their role is in taking what a business is already doing and tweaking it to improve the return on investment.

"We allow them to become more successful by tuning what they are doing and doing less of what isn't providing income," Jenkins said. "We are very much data driven. We look at the data for every campaign, seeing how the market changes, and what other opportunities might be available."

In today's media environment, there is no magic arrow that pierces the purchasing heart of every customer. A successful campaign will need a dedicated online presence, targeted email, and social media, along with old-fashioned printed catalogs and brochures. They all work together to guide the customer to your product, which in this case is a program's classes.

"This all ties in more and more," Jenkins said. "So much of marketing is making it easy to buy, just putting things where they are convenient and make sense to someone sitting in front of a computer, such as clicking on an icon to go immediately to a Facebook page. It is not rocket science; it is just what we consider 'best practice.'"

Jenkins sees his company's role as a partner to their clients. They typically come in and provide a "holistic" solution, coordi-

to think of The Statue of Liberty while planning what they will do the next day. Can't be done.

All of us in education have had more cause than usual to be stressed. My usual reaction to stress is to curl up and stop doing anything. Normally my evenings and weekends are filled with lifelong learning activities - basketball, dance, writing, and playing instruments. At first I thought I would just drop all those activities. My logic was that by foregoing those unnecessary "distractions" I would be able to focus more of my energy on dealing with the stressful situation. But after reading Carnegie, I realized that was self-defeating behavior. Because when you are actively engaged in learning, your mind can't think worrisome thoughts.

Prove this to yourself. Pick up an instrument and memorize a piece, or sing, or recite a poem out loud. You will forget your other troubles and finish with a refreshed outlook.

I wanted to share this because even if you are not facing some dire situation in your personal life, you owe it to yourself to keep learning and growing. That is the valuable service we deliver to our com-

nating media campaigns, and guiding clients to the best printing and mailing services. They also do data analysis on a project basis. "We bring tremendous value to the client at a lot of different levels."

The best part is they can often do their work at minimal impact on already tight budgets. "We are all about trying to maximize return on investment," he said. "Often without changing a budget, we can do more with less by bringing a more holistic perspective we can get things to work together for true synergy."

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munity education students, and also to ourselves.

It doesn't have to be as ambitious as learning to speak Spanish, but it could be finding a new way to bake bread. It could be welding, or dancing, or playing dulcimer, or any of hundreds of other classes you offer.

The benefit of lifelong learning isn't just about learning a new skill. You will also be meeting some pretty neat new folks who share your interest and passion about the subject. They might even have some insight into your stressful situation!

So turn off that computer, pull your nose out of the budget analysis. Shut off the office light, lock the door, and go out and take one of those wonderful classes you offer to the community.

When you do take your next community education class, I can't guarantee you will be free of stress. But I am pretty sure you will leave just a little bit more relaxed, and maybe a little smarter, too.

See you in class.



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and information:

www.tcea.com

Report from President-Elect

Diana Hanz, Judson ISD



It has been a challenging year for everyone in the education world. With the roller coaster economy, stock market, terrorism threats and politicians we remain in a constant state of instability. All of this

affects the programs we offer through our adult and community education departments in the State of Texas. With that being said, it is ever more important to be an active member in your Texas Community Education Association. An organization is only as strong as its members! You have heard the saying, "It takes a community to educate a child." Well it takes a team and a lot of teamwork to keep your TCEA Association strong and effective.

Membership in your state organization helps keep Community Education going and growing in our districts. Offering enriching Community Education classes to your public helps to improve the quality of life. The adult education classes open doors for people that missed the opportunity when in school. Our economy depends on an educated public. After School programs augment the academic day of our young children and keep them off the streets out of harm's way. After School programs can supplement your district with funds that can be utilized to improve programs and services offered.

TCEA membership provides you and your district with a team of board members that will assist you with growing your programs. We are just a phone call or email away. Our board is here to serve you. We are a team that has experience and can share information. We can send members to your district to assist you. Attending the annual After School Workshop and Spring Conference provides you with invaluable networking opportunities, ideas to improve or add to your programs, introduce you to TCEA partners that can enhance your programs, etc. As a member of TCEA you can find information on the TCEA website. Community Educators are all one big family! We beg and borrow from each other. It is called survival. You can tap into that rich



Judson ISD's Drama Kids program focuses on fostering imagination, improvisation, and presentation skills.

TCEA information source by being a valuable member.

Our Community Education offerings in Judson ISD have been enhanced by programs we added that begin a few minutes after school ends. The classes that we have added are Drama Kids International, Art Starz and Kids on Course Golf Academy. Parents love the classes that start right after school ends. They don't have to worry about taking their children to classes after supper and homework! In our district, the classes started small, however, by the next semester they were full to capacity and additional classes were added at the campuses as well as new campus locations.

Sandy Detamore, Director of Drama Kids International has curriculum for ages 5-12 and high school through adult. Students learn speech articulation and self-confidence. Developing these skills gives students the edge to succeed in a highly competitive world. Each lesson offers a wide range of creative activities allowing the children to use their own imagination. They focus on mini-scripts, improvisation, dialogue development, presentation skills and creative movement. Drama Kids received Nickelodeon's 2010 Parent's Pick Award. Visit the Drama Kids website at www.dramakids.com/tx6 to learn more.

Shelley Fluke is Director of Art Starz. Students from Coronado Village Elementary are enjoying a lesson drawing with pastels. They will learn how to draw, paint, and work with 3D materials. Next semester

they will make a clay sculpture that will be kiln fired and painted. They will paint an acrylic painting on canvas. All the teachers are professionals and have many years of teaching experience. Check out their website at www.myartstarz.com.

"Kids on Course" (KOC) instructors teach students the wonderful game of golf. Sheila Fitzgerald heads up the program. KOC's mission is: "To provide America's youth with access to the game of golf through programs that build life skills, values and instill confidence through achievement." It offers a fun educational experience and builds the cornerstones of character, discipline and perseverance. Classes are taught by golf professionals. Students K-8th grade learn rules, etiquette, life skills, values and safety. Tees for Teens addresses the high school aged students through adults. All equipment is provided. KOC is a TCEA partner. For additional information, visit their website at www.kocga.com or click on TCEA website to their link.

If you would like additional information on these programs, send an email to dhanz@judsonisd.org or call me at 210-357-0813. We are working on putting together a great conference for spring 2012. If you have ideas and suggestions, please send them and please serve on a committee when Helen Kimsey, TCEA Executive Director contacts you. I hope everyone has a wonderful holiday season!



In Memory of Dr. Cliff Whetten

September 15, 2011 -

All Community Educators were saddened by the news of the loss of Dr. Cliff Whetten. According to his daughter, Cliff was serving the Lord with Rosalyn in Lima, Peru, when he experienced stomach pain. He was flown to Salt Lake City and was diagnosed with pancreatic cancer. Five weeks later he died.

His service to Community Education was invaluable. He served as Director of the Center for Community Education at Texas A&M, then retired to serve as a missionary in Central and South America. As a tribute, we are publishing comments made by his contemporaries in Community Education.

To view the story and to see photos, go to: <http://www.caringbridge.org/visit/clifford-whetten>

To send a note or card to Dr. Whetten's wife:

Mrs. Clifford Whetten (Rosalyn)
2981 East 2325 North
Layton, UT 84024

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Below is Cliff's life sketch, which was given by his brother Ed at the funeral.

Clifford Leon Whetten was born February 10, 1946 in the mountains of Chihuahua, Mexico in Colonia Chuichupa, to Glen and Ada Whetten. He was the seventh of ten children.

When Cliff was one year old, his family moved to another Mormon settlement in Mexico named Colonia Juarez. Cliff spent the rest of his youth in Colonia Juarez, and loved everything it offered a young boy and teenager. He would swim in the rivers and raised pigeons. He would help his dad in the orchards and go with him to drill wells. His morning chores included chopping wood for the stove to heat the house, and milking the cows before breakfast. His brothers and sisters were his best friends.

After graduating from the Juarez Stake Academy, Cliff attended BYU for a semester and then left to serve a mission in Northern Mexico. While in the language training mission in Utah, he received word that his older brother Bert had been tragically killed in Mexico, and his older brother John and dad were clinging to life in an El Paso hospital. Cliff was given permission to attend the funeral for his dear brother, and immediately thereafter was put on a three-day bus ride to his mission home in Monterrey.

Cliff was extremely close to his brothers and dad, and it was very difficult for him to leave not knowing if his dad and brother John would live. A wise mission president assigned Cliff to a hard working senior companion, and instructed him to work Cliff so hard that he wouldn't have time to dwell on his family's situation. That experience helped Cliff more than once when four decades later he served as a mission president in southern Mexico, and helped several missionaries cope with the illnesses and deaths of loved ones.

After completing an honorable mission, he started dating a girl who was also from Colonia Juarez named Rosalyn Hatch. They went to BYU together, soon became engaged, and were married for time and eternity in the Mesa, Arizona temple on December 21, 1968.

Cliff finished his Bachelor degree at BYU at the same time his first daughter, Diana, was born. They moved around the southwest until he decided to get a Master's degree at UTEP. While living in El Paso his second and third daughters, Carolyn and Renee, were born. Cliff was the perfect daddy to his three little girls. Diana, Carolyn and Renee have always adored their dad.

Cliff decided two degrees weren't enough, and in 1977 moved his family to College Station, Texas. Upon earning his PhD from Texas A&M, he remained at the university as a professor of education administration and multi-cultural studies. His career and fluent Spanish language skills allowed him to travel all over Latin America representing the university, including Mexico, Peru, Argentina, Paraguay, Columbia and Venezuela.

While in College Station, their son David was born. Cliff was thrilled to have another male around the house and new fishing buddy. He and Rosalyn spent many happy years in Texas raising their family. During that time, he served as a branch president, bishop and as a member of the stake presidency. He was always a faithful home teacher. Cliff and Rosalyn were workers at the Houston, Texas temple, often assisting the Spanish-speaking patrons.

Every chance he got, Cliff returned to Colonia Juarez. He loved Mexico, and spending time with his family members who still lived there. Cliff's love for Mexican culture, history, tradition, and food was infectious, and carried over to his children.

Even more important, Cliff had an incredibly strong testimony of the gospel of Jesus Christ that he shared with his children, and anyone else he came in contact with. Family prayers were said morning and night. He strived to hold Family Home Evening and attend the temple as often as possible. Serving in the Church was always a top priority.

Cliff retired from teaching early, at the age of 59, when he was called to serve as president of the Mexico Tuxtla Gutierrez Mission from 2005-2008. Serving with his eternal companion by his side, Cliff cherished the opportunity to work with the missionaries and members in southern Mexico. He loved his missionaries, many as his own sons and daughters.

Upon completing their mission, Cliff and his wife settled in Utah to be closer to their growing family. This was a wonderful opportunity for Cliff and Rosalyn to spend precious time with their children and grandchildren. He went to work building a very tall tree swing in the backyard for the

Continued on next page...

grandchildren and promised to build them a tree house upon his return from Peru. Cliff and Rosalyn served lovingly as workers in the Ogden Temple.

After a short 18 months in Utah, their love of missionary work was put into action once again when Cliff was called to serve as the president of the MTC in Lima, Peru. He and his wife started their second full-time mission together in January 2010.

Cliff embraced his new role in the mission field. Any missionary going to Peru, Bolivia, Ecuador or Columbia first went through the MTC in Lima. Every month, he interviewed hundreds of missionaries from all over North and South America. He loved interacting with these young men and women, and had a special way of helping them overcome challenges such as homesickness, learning the language, or adapting to a new culture. Cliff and Rosalyn were also set apart as workers in the Lima, Peru temple, and accompanied their missionaries to the temple each week.

In late July, Cliff began experiencing unusual stomach pains for which he started receiving medical treatment. He continued to serve diligently at the MTC until it was determined that he needed to return to the Utah for specialized medical care. He was working in his MTC office up until the moment he needed to leave for the airport.

When Cliff entered a Salt Lake City hospital on August 8, 2011, he had every intention of returning to Peru to complete his mission. He courageously faced the diagnosis of pancreatic cancer, and did everything in his power to overcome his illness. He was resilient in his faith until the very end. His devoted wife, children, and siblings were by his side every step of that difficult journey.

Cliff and his wife received an honorable release from the First Presidency for their earthly missionary service on September 7th. He passed away four days later, on September 11th, surrounded by his loving family.

Cliff is survived by his eternal companion, Rosalyn; their children Diana & Ryan Windley, Carolyn & Jacob Smith, Renee & Gary Christensen, and David & Natalie Whetten. He will always be known as "Papa" to seven adoring grandchildren:

Jett, Lauren, Luke, Jenna, Tommy, Carter and Sammy.

He is also survived by his siblings John, Velma, Amanda, Robert, Edward, Earline, and Don, who all provided loving support and care to Cliff throughout his life and especially during the last five weeks.

Cliff was preceded in death by his beloved parents, Glen and Ada Whetten and two older brothers, Glen and Bert.

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Following are tributes sent in from Cliff's friends and coworkers.

Dr. Whetten was truly a help to all of us and his legacy will live on in our efforts. As you know, he spent years at College Station and then moved the community education center to San Antonio. He was so proud of Maria Ferrier and what she accomplished and her appointment as president of TAMU-SA. Please keep his wonderful family in your prayers.

Dr. Steve Stark

===

Saddened to have lost Dr. Clifford Whetten. He was the chairman of my doctoral committee, boss for 4 years, and good friend. One of the best human beings I've ever met. He will be missed.

Amanda Steele

===

I, too, worked with Cliff Whetten for 20 years. He introduced me to Community Education, which he kept vital and active across Texas and the US. Never did a negative word cross his lips. After his retirement he continued to serve missions in South America. Thank you for exemplifying Lifelong Learning.

Phil Houseal, TCEA President

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I am so sorry to hear of Cliff's passing. He was truly a wonderful man. It was at a Community Education conference in San Antonio that I met him about 18 years ago. He was so kind and helpful to me and to everyone. I learned so much from him and will remember him always. I am grateful that I was blessed to have known such a wonderful person. My thoughts and prayers are with each of you during this difficult time. I know Cliff is in a better place, but it still hurts to lose a loved one. Take care, each of you.

God bless you all,

Vicki Helms - Mesquite, TX

===

Rosalyn and Family, I am so saddened by the news of Cliff's passing. I count as one of the blessings in my life that I knew, learned from and worked with Cliff Whetten. He was the most genuinely kind and caring person I have ever met. He leaves such a legacy to all those lives he touched and will be missed greatly by all. God bless and watch over you all.

Becky Stoughton Gossen
TCEA/NCEA

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All our thoughts and prayers to the Whetten family. Cliff meant so much to so many in the world of community education. Personally, he was a great mentor to me and such a unending source of support. Thank you Cliff for all you did for the field of Community Education.

It was obvious how much Cliff both embraced the concept of Community Education, and loved the Community Educators who worked so hard to turn the concept into reality. His gentle words of guidance and strong voice of support made us all better. He truly was a difference maker in the field of Community Education.

Bob Wittman

Community Education Director
Wayzata Public Schools, Minnesota USA

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Cliff was not an ordinary guy. He was a man of faith, wisdom, integrity, and unquestionable character. His faith was born out in his daily life. It was because of the loving care he and Steve Stark provided for me and countless others like me that I was able to earn a doctorate from a university of great reputation and status, Texas A&M.

I remember Cliff's constant encouragement and how his belief in our Lord guided him every step of the way. I know that he more than "touched" the lives of thousands, he was a constant mentor and friend. I look forward to the day when we will be reunited in heaven because I know Cliff is there.

Maria Hernandez Ferrier

===

Cliff was one of the most sincere and honest people I have ever had the privilege of knowing. He was an outstanding and reliable trainer on the NCCE Training Task Force. I always looked forward to the 21st CCLC Training when Cliff was one of the trainers. I remember in Cliff's company once, I used the word Mormon in a slight-

Continued on next page...

ly negative way, realized my mistake immediately, and apologized to Cliff. He said, "it's fine - just makes me grow a little stronger." Thanx, Cliff - you made me grow a lot stronger. You will be missed by way more than Texans.

Patsy Edwards

====

Cliff was a genuine community educator and will be sorely missed by those of us who were honored to call him a friend. He did so much work to assist NCEA over the years as well as the ongoing efforts he made in Texas. He would quietly work behind the scenes but his contributions were above and beyond. I enjoyed teaming with him with the National Center's workshops over several years. Cliff was a real worker who would show up to help even when not expected. After his retirement he would drop by our home here in Nevada on his way to visit his family and we enjoyed hearing about their adventures. He would call periodically to talk about their latest assignments both in Mexico and South America. They were obviously enjoying this kind of missionary work. We miss him and send our condolences to his family, his Texas "family" and all the other folks whose lives he impacted. I was never sure of the order of his priorities but knew they included his family, his church and community education. Cliff was a gentle man and one who truly represented the spirit of community education at its highest level.

Starla Jewell-Kelly and Bob Kelly
Former NCEA Executive Director

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Dr. Whetten introduced me to community education in Texas by asking me to present at the New Directors Workshop. I found Cliff to be a true gentleman who lived the spirit of lifelong learning.

Helen Kimsey, TCEA Exec. Dir.

**To donate in Cliff's memory to the Texas Community Education Foundation, send payment to:
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10127 Silver Park
San Antonio TX 78254
210-355-2548
info@tcea.com**
(Thank you to Dr. Arline Patterson and Lynda Haile)

Region I Report

by Chip Evans, Weatherford ISD



Region I recently held their regional meeting at the Golden Corral in Grapevine. It was wonderful to see all the familiar faces and spend time sharing about changes and new opportunities in our various programs.

First, some news on a valued member of TCEA, Vicki Helms from Mesquite. As many of you may know, Vicki has been battling some pretty serious medical issues in last few months causing her to be away from work. The great news is that she says her recovery has gone well and I am happy to report she is back in the saddle in her office. We are all so happy her recovery is still progressing well. While talking about Mesquite, Vicki reports that they have started offering parenting classes on topics daycare providers are interested in as well that have proven to be very successful.

Lewisville ISD's Adult and Community Education department was reorganized this summer and now operates as Campus Support Services. The department's mission is to cultivate a lifelong learning environment for LISD students, through provision of educational, social and recreational programs and services, after the regular school day and during the summer. Programs for students in grades K-12 include Extended School Day, After School Enrichment, Driver Education, and Summer Camps. Campus Support Services also provides adult programs on a year-round basis: GED Test Preparation and Adult Basic Education classes and the GED examination.

In Weatherford, volleyball is still king with over 350 girls participating in our fall league! We are seeing great interest in this area in sport leagues for adults and kids alike, including coed leagues for adults. Driver education has also been on the upswing the past year. As I am sure with many programs, the effects of the economy are still being felt with our revenue programs down slightly and our adult education (GED) classes increas-

ing in demand. Our adult education program was recently recognized for achieving all the federal performance targets this last year. It has been an exciting time in that program with increased utilization of technology in the classrooms, including the use of tablet computers in various classes to increase hands on experiences for the students and collaboration within the classrooms.

Region 3 Winter Update

by Waverly Jones, North East ISD



I hope that all is going well for everyone in Region 3 and throughout Texas. Sometimes we are all so caught up in the hustle and bustle of getting our jobs done, taking care of the family obligations

and putting out those fires that seem to hit us at just the right time, we forget that there are many individuals here at TCEA to help you. Do you need advice about classes or maybe you are interested in some new after school ideas? There is always a network of people that can help you with anything that you need in Community Education. Connections, training and networking are just a few of the reasons that TCEA is here.

Keep a look out for information about the regional meeting in January. We will be having a wonderful group meet here in San Antonio for many different opportunities to gain new ideas or just get a fresh look at some of the routine concepts. Even if you cannot drive to us and spend the time personally, you will be available to view the some of the training through the web.

Remember the annual Conference is coming quick. Mark your calendars for April 12-13, 2012 at the North East ISD Community Learning Center in San Antonio.

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Hints from Helen

By Helen Kinsey,
Executive Director



"She walks in beauty like the night."

Those words of Lord Byron always came to mind as she passed by. From my plush glassed-in office I found myself watching and waiting as twice a day she came into view.

There was something about her that drew my eyes to her; it may have been the way she walked or held herself. Her head was held high, just like I would tell my beginning ballet students. Pretend there is a string pulling from the top of your head into the sky, this would elongate the neck and give a graceful line. Another string would be attached to the end of your nose pulling upwards expressing a rather haughty countenance. Shoulders back and square, with hips slightly thrust forward would complete the look. Walk softly so that you barely disturb the air around

you and glide as though you were skating. She was all of those things and more. I tried to think of words to describe her, but they all seemed so inadequate. I turned to my friendly dictionary for help and found many words that were almost correct but not quite. Then I found it: "Ethereal." This was the word. "Not of this world." How one would imagine the look of an angel.

Having solved the puzzle of describing her walk and stance I decided to study the rest of her. I was surprised to see that she was much older and shorter than I had thought, and her smile was a little strained. Her hair was matted and greasy, her clothes rumpled and stained, and in her hand she carried a mop and bucket. She was heading into the rest rooms that I remembered were always immaculate. She was the cleaning lady, but in her mind she was a tall and stately woman, head held high and taking pride in her assigned job.

It occurred to me that I had watched her daily for some time but I had never really seen her, or taken the time to find out what was inside. I found out that she was an educated grandmother raising several of her grandchildren, while supporting a drug dependent daughter. With no reliable trans-

portation she would walk to work each day both in the heat and the snow, never missing a day.

My hint for today is to take the time to look and see the person inside. External trappings may give you the wrong impression. We too often misjudge people by only looking on the outside, at their clothes, income level, jobs, and education.

Look at the whole person. I am so glad I did, for I found a friend.



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