



From the Publisher JPSO: The First Five Years and the Future

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Publisher

More than five years ago, the office of the Vice President for Public Service and Outreach at the University of Georgia published the inaugural issue of the *Journal of Public Service & Outreach*. It focused on "The Third Mission: Service and the Academy," and we were very heartened by the positive response from academic leaders in higher education in the nation and overseas. This vote of confidence verified our thinking that such a journal's time had finally arrived.

From the outset, the goal was to produce a refereed periodical to provide a forum to analyze and highlight trends, ideas and innovative practices that would promote excellence in academic outreach in universities and colleges as they seek to be of service to their sponsoring societies. It was recognized that no publication existed to cover the diverse interdisciplinary fields of public service; therefore, JPSO sought to fill a void. Another compelling reason existed which continues to be true in the form of a heightened national and international interest in the field with a public demanding more and more from higher education in looking for answers to contemporary problems.

Evidence of this heightened institutional and public interest in public service and outreach is the substantial body of work by the Kellogg Commission, reported in "Returning to Our Roots: The Engaged Institution" and published by the National Association of State Universities and Land-Grant Colleges in 1999.

Has the *Journal of Public Service & Outreach* achieved its objectives during the past five years? Reader responses and assessments by the editorial board members convince us that the journal is making a difference in the outreach arena. An examination of the spectrum of themes addressed in the issues and the depth of the articles written by the leaders in higher education provide further proof of the journal's success.

The inaugural issue focusing on the "third mission" was followed by issues devoted to timely themes: Urban Outreach; Service Learning; Technology and the Academy(two parts); Economic Development; The Changing Campus; International Outreach; a special issue on Transitions into the Twenty-first Century; and Faculty Engagement, Part One: Making a Difference in Communities. To begin to mention the names of all of the authors that have published in *JPSO* would be impossible because space will not permit

it. They are, however, the individuals that have made the publication meaningful and relevant in contemporary society.

There were so many outstanding and prestigious authors whose words take us to a new level in our thinking about public service. A list of the authors would be voluminous in itself, however, I would be very remiss not to give special thanks to the National Association of State Universities and Land-Grant Colleges and its president, Dr. C. Peter Magrath, whose support and encouragement have been invaluable. Dr. Magrath has been a contributing author for more than one issue. His eulogy of Dr. Ernest Boyer that appeared in the initial issue in the spring of 1996 is worthy of reading and re-reading.

The members of the editorial board are a special group, and their contributions have been and will continue to be central to the quality of the journal. We were able to enlist the interest and active participation of the leading public service and outreach professionals in the U.S. and abroad to serve on the board. We are indebted to them for many things that a first-class board performs in supporting a journal: reviewing submissions, critiquing the journal itself, suggesting authors for special themes and contributed papers. These professionals have been close to me as colleagues and friends.

Another very important ingredient to the success of *JPSO* has been a capable, and may I say, awesome team of editors from within the faculty and administrative ranks of the University of Georgia. Dr. Melinda D. Hawley, director of Public Service and Outreach, College of Journalism and Mass Communication, and Dr. Donna Q. Butler, director of Outreach, College of Education, have kept the journal on its steady course to excellence. I have marveled from the beginning how these two dedicated persons have been able to accomplish so much not only as hard-working co-editors but in their respective colleges. You, the readers, see their products in each issue, and they are truly high watermarks in journalism. The other member of the editorial team, who served for four years, was Dr. Albert F. Ike, now associate vice president for Public Service and Outreach emeritus. Dr. Ike was the managing editor who kept us open for business. He is succeeded by Ms. Vivian H. Fisher, assistant vice president for Public Service and Outreach, and her journal title is that of business manager. We have also had steady and capable assistance from graduate students in the College of Journalism and Mass Communication. Two of these are Jeffery M. Wilson and Greta Morley.

With this editorial piece, I close my official association with *JPSO*. Having had the title of publisher has been more than I have earned probably, but the ride has been exhilarating and personally rewarding. There is pride in all of this. When I began my career as vice president for Public Service and Outreach at the University of Georgia more than twenty-eight years ago, the notion of publishing a journal never entered my thinking, but achieving excellence in all outreach activities did, and it remained with me every single day I served in the this capacity. The emergence of the *Journal of Public Service & Outreach* is one accomplishment that will always remind me that we have kept the faith.

Our Board of Regents has named Dr. Arthur N. Dunning, senior vice chancellor for Human and External Resources, University System of Georgia, to be the next vice president for Public Service and Outreach at our university. He becomes the publisher and should be a good one. There is also an imminent change in the editorship. Our co-editors, Drs. Hawley and Butler, wish to devote their total energies to outreach activities in their colleges. They are being succeeded by Mr. Melvin B. Hill, senior public service associate and distinguished fellow, in our Institute of Higher Education. The journal is in good hands and its future is secure.