



Annual Report of Accomplishments and Results

(For the period Oct. 1, 1999 --- Sept. 30, 2000: Fiscal Year 2000)

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**Based on a Plan of Work for Federal Fiscal Years
2000-2004**

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Part I: Overview and Executive Summary

The West Virginia University Extension Service provides the following report of program accomplishments for fiscal year 2000. Recognizing that many program efforts are long-range, some reports only provide a list of activities and accomplishments. Program impacts are indicated where they have been measured and reported. Impact statements are provided for 10 programs as appendices.

Who We Are and What We Do

West Virginia Extension is an essential educational partner in meeting the complex and serious social, economic, and resource issues that challenge West Virginia. The organization begins its second century of “putting knowledge to work” for the benefit of West Virginians with confidence in its ability to make a difference coupled with a sense of urgency to address the critical needs of the state.

During the past year, WVU Extension leaders, through a participatory process, have developed a five-year strategic program plan. In the plan’s published report, *The Power of Partnerships*, the organization’s goals for the next five years are succinctly stated as follows.

“Through strategic partnerships with higher and basic education, government, and private and nonprofit organizations, WVU Extension will:

1. Develop more individual *leaders* at the community, organization, and state levels
2. Help create more *rural and community-based businesses*
3. Improve the successful development of our *youth*
4. Increase the capabilities and readiness of West Virginia’s future and current *workforce*
5. Provide education that ensures *healthier West Virginians.*”

Extension personnel are currently defining at least one priority program in each of the five strategic initiative areas. Partners will be identified for these efforts, resources sought, and assessments conducted. Some of these partners may come from other Extension Services and Experiment Stations in the Northeast.

To enhance its ability to provide quality programs for its clientele, WVU Extension is increasing its efforts to implement multi-state, integrated research and extension projects. Through a process culminating in a joint planning session on January 30, 2001, in College Park, Maryland, between the Northeast Extension Directors (NEED) and the Northeastern Regional Association of State Agricultural Experiment Station Directors (NERA), the current leadership of the two groups has agreed upon priorities for joint work in coming months and years. WVU Extension director Larry Cote is the current chairman of NEED, and has been instrumental in the report’s design along with the identification of champions and administrative liaisons from the Northeast to guide collaborative efforts for each of the plans goals.

The joint planning meeting included wide-ranging discussion of priority areas of stakeholder need, including topics as broad as energy and transportation issues in the region. It is acknowledged that NERA and NEED members may indeed partner with others well beyond the two units at our respective land-grant universities to develop extension and/or research programs. This list of “Selected Regional Priorities” has a more narrow focus and purpose: clearly stating the most important, overlapping areas of agreed upon community/stakeholder need and NEED/NERA problem solving capacity or intent to build capacity – thus intention to undertake co-joint (multi-state, integrated) initiatives. Collaboration using existing resources and joint seeking of additional resources to address these areas is intended. The plan is included as Appendix 1.

Stakeholder Surveys

During this program period, the WVU Extension Service conducted two major surveys to better understand the needs of West Virginia citizens. A statewide mail survey was conducted in the fall of 1999 to help identify issues that should become – or remain – initiatives in its program-planning process. During the same period each county sought stakeholder input at county program forums conducted by county Extension program faculty. Extension specialists periodically assess the need and impact of their programs with program participants and target audiences.

The economy and job-related issues are uppermost in the minds of West Virginians, according to the results of the statewide mail survey. The questionnaire asked about 36 potential program areas in six categories: The Economy, At Home and on the Job, In Our Communities, The Environment, Our Children and On the Farm and in the Garden.

Strong interest in the economy and young people attest to a vision for the future and a desire to ensure progress and growth. Issues affecting the economy and future jobs clearly raise greatest interest. Four of the 10 top-ranked program items are concerned directly with economic issues. In addition, three other program topics focusing on children and the environment are related to issues of job-creation and employment.

Among the items seen as most important are:

- Helping both young people and adults to obtain the training necessary for current and emerging jobs
- Preserving our natural resources while seeking ways to accommodate both business interests and environmental concerns
- Attracting new business and expanding local enterprises
- Promoting and enabling education beyond high school for young people, often a path to suitable, stable employment
- Teaching young people to make realistic decisions for their lives, including young people at risk
- Expanding youth-oriented educational programs, such as 4-H

Refer to Appendix 2 for the rest of the survey results.

"WVU Extension and You" public forums were conducted in every county during September and October 1999. At each forum, Extension educators provided an overview of WVU Extension programs, and involved community residents in making program decisions. Stakeholder comments closely resembled those received from the statewide mail survey with youth education and the economy of utmost concern.

Other concerns expressed for youth programming were: "emphasize skill building," "expand Energy Express" (summertime reading and nutrition program for low income youth), "provide more teen programs and ones that address employment skills," "include career counseling as part of 4-H and youth programs."

A range of suggestions was offered regarding Extension's involvement in programs that support individual, family, and community programs that contribute to economic development. For example: "find ways to help community transportation," "address farm land loss due to commercial and residential development," "explore recruitable communities program; transition issues with federal prison (diversity, hospitality training, etc.)," and "provide work training & workforce preparedness."

Program presenters (specialists and agents) sought stakeholder input. Among the strategies used were formally requested personal visits to explore partnering opportunities around common goals, and invitations to participate in strategic planning processes. In addition partners were invited to co-sponsor in-service workshops, training, and conferences, and included as co-investigators on research and service projects. Stakeholders were asked for comments to strategic initiatives and ways to accomplish goals/objectives.

Resources

WVU Extension's fiscal year 2000 operating budget was \$22.1 million dollars. Federal, state, and county appropriations provided base funding for Extension infrastructure and program efforts. The budget breakdown shows 22 percent federal funds (\$5 million including 3b and 3c, EFNEP, and 3d), 41 percent state funds (\$9 million), 12 percent county funds (\$2.6 million), and 25 percent grants, fees, and contracts (\$5.5 million).

Program Review Process

WVU Extension asked twelve states and the District of Columbia in the Northeast Region to review its Plan of Work. Also, program plans were reviewed by a statewide Extension Visiting (advisory) Committee, and at the county-level by state-mandated County Extension Service committees. This provided a sufficient review as well as promoting opportunities for multi-state work.

Multi-State and Integrated Program Supplement Summaries

A number of Extension programs are multi-college and multi-institution. Integrated programs with the WVU College of Agriculture, Forestry, and Consumer Sciences, and the W. Va. Agricultural and Forestry Experiment Stations are conducted through 12 joint faculty appointments.

Multi-state programs occur in all three major areas of work: agriculture and natural resources;

4-H and youth, family, and adult development; and, community, economic, and workforce development. The funds attributed to integrated programs and current multi-state initiatives surpass the current 8 percent commitment for integrated and multi-state initiatives.

Form CSREES-REPT 2/00
U.S. Department of Agriculture
Cooperative State Research, Education, and Extension Service
Supplement to the Annual Report of Accomplishments and Results
Multistate Extension Activities and Integrated Activities

Institution: West Virginia University – Extension Service
State: West Virginia

Check one: **Multistate Extension Activities**
 Integrated Activities (Hatch Act Funds)
 Integrated Activities (Smith-Lever Act Funds)

Actual Expenditures

2004	Title of Planned Program/Activity	FY 2000	FY 2001	FY 2002	FY 2003	FY
	Livestock Marketing	\$ 13,420				
	Grassland Management	\$ 24,872				
	Horticulture	\$ 5,386				
	Sustainable Agriculture	\$ 7,381				
	Water Quality	\$ 6,710				
	Integrated Pest Management	\$ 9,394				
	Food Safety	\$ 18,993				
	Community, Economic, and Workforce Development	\$ 13,889				
	Diabetes Education	\$ 9,119				
	Be Smart Eat Smart – FSNEP	\$ 5,058				
	Child Care Providers Training	\$ 5,424				
	CYFAR	\$ 9,734				
	Volunteer Leadership Development	\$ 8,094				
	TOTALS	\$137,474				

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Multistate Extension Activities and Integrated Activities

Institution: West Virginia University – Extension Service
State: West Virginia

Check one: **Multistate Extension Activities**
 Integrated Activities (Hatch Act Funds)
 XIntegrated Activities (Smith-Lever Act Funds)

Actual Expenditures

Title of Planned Program/Activity	FY 2000	FY 2001	FY 2002	FY 2003
FY 2004				
Livestock Marketing	\$ 38,774			
Grassland Management	\$ 32,956			
Horticulture	\$ 19,386			
Forestry/Wood Products	\$ 31,017			
Sustainable Agriculture	\$ 7,754			
Water Quality	\$ 44,587			
Integrated Pest Management	\$ 19,386			
TOTALS	\$193,860			

Part III: Program Summary

Goal 1: To achieve an agricultural production system that is highly competitive in the global economy

- 1 Livestock Marketing
- 2 Grassland Management & Soil Nutrition
- 3 Horticulture
- 4 Deer Damage Control
- 5 Forestry & Wood Products & Urban Forestry
- 6 Agricultural Education

VII. Aquaculture (not listed as program initiative in the 2000-2004 Plan of Work)

Program Overview

West Virginia is a state rich in natural resources and communities of people with strong rural values. The state's 21,000 farms are characterized, as small, high-quality production units that, in order to survive must compete in the national and global markets. The annual gross receipts from agriculture now exceed \$400 million. Eighty percent of the state is forested and over 80 percent of those forests are privately owned. Total receipts for the forest industry are estimated to exceed \$3 billion annually. Businesses related to wildlife, tourism and recreation and a growing rural non-farm population will increasingly influence the Extension's program efforts. To meet the varied interests and problems of the state, educational and research efforts must assist clients to create sustainable agriculture/forestry production and marketing systems that are competitive, environmentally sound, and socially acceptable.

The West Virginia beef industry is composed primarily of small, part-time production units providing supplemental income for the family. Most of the operations are cow-calf and stocker cattle programs with a primary focus on feeder calf production and marketing. The size and scope of the operations depend upon the available forage resources. Approximately 10,500 farms support 202,000 beef cows, while another 1,500 operations background or stocker about 50,000 feeder cattle. The majority of the 525,000 acres dedicated to hay production is owned and operated by beef farmers. The challenge to the commercial beef production in West Virginia is to remain productive and competitive while lacking both economies of scale and market access.

Due to low livestock prices, it is important for producers to keep production costs down. Over half the cost of producing cattle and sheep is in feed cost. It is important to extend the grazing season to keep feed costs low since harvested feed costs two to three times as much to produce as pasture. Producers need to strive to achieve as close to a 12-month grazing program as practical. All program objectives and methods will strive to encourage producers to economically extend their grazing seasons 60 days longer than currently. The work accomplished under this plan will provide information transfer to livestock producers so that they will be able to extend and improve grazing by using stockpiled forage in the fall and by

using management-intense grazing (MiG), legumes, and warm-season grasses in the summer and for pasture-weaning calves.

Horticultural crops are an important segment of the agricultural economy in West Virginia. Vegetables and fruits grown by homeowners are mostly used to supplement family food supply. The homeowner may, on occasion, sell surplus produce, which supplements the family income. Homeowners also have increased their time and expense in beautifying and maintaining their lawns and landscapes. A second horticultural group consists of the commercial growers, who produce and market large volumes of fruits, vegetables, ornamental plants, and specialty crops via individual markets, roadside markets, farmer's markets, and brokerage outlets.

The white tail deer has become a liability to agriculture, forestry and homeowners statewide. The state deer herd has grown from approximately two thousand animals to nearly 1 million animals in the past 50 years. The conflict between hunter expectations and the losses/damage to agricultural crops, tree fruit and home landscapes has become a major issue for several state agencies. In some areas of the state, profitability of agriculture enterprises is in significant jeopardy. There are several alternatives to reducing deer damage. These will be investigated for their suitability in reducing deer damage.

More jobs were created by the wood industry in West Virginia than by any other industry during the 1980s and again during the period of 1990 to 1995, according to David Greenstreet of West Virginia University's Bureau of Business and Economic Research. Indications are that this is continuing. Private woodlot owners are providing nearly 85% of the harvested timber for the state's forest industry. They are in need of information/training in best management practices (BMP's) for their woodlots.

4-H agricultural education programs are vehicles for youth/adult development, which is the mission of the Cooperative Extension Service of the USDA. Agricultural education programming offers training that develops life skills in both youth and adult participants.

- I. Livestock Marketing** - 3 specialists; 31 county agents
- a. Beef Quality Assurance (BQA) Program
 - b. Marketing Pool Records Program

Performance Goal

To enhance the reputation of feeder calves, increase producer participation in various marketing options, assist producers in preparing for value-based marketing, and introduce marketing and sales alternatives to beef producers.

Programs Conducted

- Computer program developed to collect calf pool market data and sale accounting information
- 75 beef producers received data to compare economic and performance data for herds and pools
- The program reduced errors and reduced time involvement by 50%
- 5 marketing pools adopted the management program

- 1300 producers acquired awareness/knowledge of BQA program
- BQA calves (2000) had added value of \$5-\$7 per cwt. over grade sale calves
- 3000 BQA calves were source verified to follow them through market
- Enhanced reputation of W.Va. feeder cattle with feedlot operators/buyers

Multistate and Integrated Research, and Extension Programs:

- Sheep Breeding Program: WVU Extension (1 specialist and 7 agents) / WVU College of Agriculture, Forestry, and Consumer Sciences (3 faculty) / Virginia Tech (2 program assistants)
- Pasture Beef Project: WVU Extension (1 specialist) / WVU College of Agriculture, Forestry, and Consumer Sciences (3 faculty) / Virginia Tech / USDA-ARS
- Beef Marketing—Calf Pools: WVU Extension (2 specialists and 20 agents) / Penn State University
- Wool Pools: WVU Extension (1 specialist and 10 agents) / Penn State University / Virginia Tech

Impact 2000 Report: Competitive Beef Marketing, Appendix 3

1 Integrated Grassland Management - 5 Specialists, 27 Extension Agents

Performance Goal

To improve grassland management techniques/procedures in order to increase profits enjoyed by West Virginia's farmers.

Programs Conducted

- Eleven educational meetings held regarding forage management: 1200 participants
- Integrated programming (NRCS; WVDA) conducted to address drought abatement. (\$392,000 received in Hampshire County to drill wells, clean ponds, develop water systems etc.)
- Pendleton County; 80 farmers used 9,000 tons of poultry litter on pastures for savings of nearly \$200,000 in chemical fertilizer costs.
- Hampshire County; \$152,000 from W.Va. Department of Agriculture to improve pastures through fertilization and seeding program
- Statewide the program resulted in improved forage yield; extended grazing season;

Multistate and Integrated Research, and Extension Programs:

- Collaborative pasture/finished beef grazing project with Virginia Tech, USDA-ARS, and WVU
- Certified Crop Advisor Program: WVU; University of Maryland (1 Extension specialist)

2 Horticulture - 2 specialists; 31 county faculty

Performance Goal

To increase horticultural sustainability and marketing in West Virginia

Programs Conducted

- 375 Master Gardeners certified/knowledge gained
- 219 educational meetings held with 3,512 participants – knowledge gained, new skills learned
- 24 new horticulture related businesses
- 7.5% increase in production in the horticulture industry statewide
- IPM practices resulted in 7.3% increase in production
- 447 clients implemented sustainable practices as a result of extension programs.

Multistage and Integrated Research, and Extension Programs:

- Mid-Atlantic Tree Fruit Spray Bulletin: WVU, Va.Tech, and Univ. of Delaware
- Mountain Pride Cooperative (Oakland, MD), WVU; University of Maryland Extension specialist; 5 county faculty
- Tobacco Production/Marketing: WVU; University of Kentucky (1 Extension specialist)

Impact 2000 Report: Fruit and Vegetable Production, Appendix 4

3 IV. Deer Damage Control – 1 specialist; 24 county faculty (133 days)

Performance Goal To reduce the amount of damage caused by white tail deer to agricultural enterprises, forests and home landscapes through the education of those directly impacted and the general public. Methods of controlling and reducing deer damage will improve the economic viability of agriculture while maintaining the aesthetic contributions deer make to the environment.

Programs Conducted

- 880 citizens received publications dealing with the issue
- 6 seminars held with 252 participants
2100 producers/clients implemented damage control measures

V. Forestry & Wood Products & Urban Forestry - 1 extension specialist; 12 county agents (50 days)

Performance Goal To prepare Extension faculty with training and information to better address needs of the forest and forest products industry related to woodlot management, forest policy, urban forestry, and other forest-related environmental issues.

Programs Conducted

Note: Extension specialist positions in forestry dropped to zero from 1999 through 2000. Programming decreased accordingly. Two new specialists were hired in 2000, with a third position soon to be employed. One wildlife specialist has provided leadership for programs in Deer Damage and Wood Products.

- Increasing harvest rate of states' forest
- Twelve educational events held statewide; 6 focused on woodland management; 6 focused on urban forestry
- 114 landowners gained management skills and learned a written contract is desirable when timber harvesting is initiated.
- 114 landowners adopted Best Management Practices

VI. Agricultural Education - 1 specialist; 33 county agents

Performance Goal

To enhance the agricultural knowledge of West Virginia's youths and adults and provide them with the ability to make informed decisions related to the production of food and fiber while maintaining a high-quality environment.

Programs Conducted

- 30% increase over 1999 to 361 educational events held
- Nearly 11,000 youths and adults participated in educational events; knowledge gained; skills learned
- 25% increase over 1999 to nearly 28,000 agriculture projects statewide
- \$1,168,000 generated from youth livestock sales; a 3% increase over 1999
- \$72,834 returned to benefit community projects from livestock sales

Impact 2000 Report: Youth Dairy Program, Appendix 5

- 4 Aquaculture** - 2 specialists; 6 county faculty (80days)
Aquaculture (not listed as program initiative in the 2000-2004 Plan of Work)

Programs Conducted

- Developing relationship with coal industry for future collaborations utilizing coal mine waste water
- Experimental sites established and implemented
- North Carolina exchange program is providing W.Va. producers exposure to production systems to be adapted to West Virginia conditions
- One producer of fresh water shrimp started production.
- Initial data from Aquaculture Food and Marketing grants being collected

Multistate and Integrated Research, and Extension Programs:

- WVU Extension, the WVU College of Agriculture, Forestry, and Consumer Sciences; the WVU College of Business and Economics, and the National Research Center for Coal and Energy located at West Virginia University.
- West Virginia University; North Carolina State University (1 specialist; 6 county agents)

Goal 2: A Safe, Secure Food and Fiber System

Program Overview

Although the U.S. food supply is of high quality and among the safest in the world, the Center for Disease Control and Prevention estimates that up to 33 million cases of food-borne illnesses occur each year. These illnesses contribute directly to as many as 9,000 deaths per year, and lead to estimates as high as \$9.4 billion per year in associated medical costs and loss of productivity. The incidence of food borne illnesses could be greatly reduced with the adoption of established food safety practices in the production, transportation, storage, preparation and service of food. Extension's close ties to the people and institutions of West Virginia represent a unique opportunity to extend timely and factual information on food safety practices to targeted audiences. These include food service managers in restaurants, hospitals, nursing homes, schools, childcare facilities, 4-H camps and similar establishments, food processors, consumers, occasional quantity cooks, and others.

A. Food Safety

Performance Goal

To reduce the overall incidence of food borne illnesses in West Virginia.

Programs Conducted

- All of the members of the food safety team are certified by the National Restaurant Association to teach the Serv Safe course and four were part of the teaching teams during the 2000 program year.
- The Serv Safe course was offered at five locations throughout West Virginia; One hundred forty-six food service managers and workers participated in the five ServSafe courses statewide. All completed the exam and 134 met the certification requirements. Two new partners, the directors of dietary services at Monongalia Hospital and Putnam County Schools, were established with the ServSafe program in 2000. In addition, there were two new partnerships established, the local health departments at Potomac Highlands of the eastern panhandle of West Virginia and the West Virginia Department of Agriculture. In three counties (Braxton, Jefferson, and Putnam), family and consumer sciences educators partnered with local health departments to train 1,898 food service workers during eleven sessions throughout the year. Ninety-eight percent of those participating passed the exam, which qualified them for a valid food handler's permit.
- The partnership with Mountaineer Food Bank (MFB) resulted in ten staff members receiving modified versions of the ServSafe course. Five sessions on the safe handling of food were held for 105 volunteers who make up the 45 of the member agencies of the MFB.

- Sixty-nine food service personnel participated and 44 completed the requirements for certification in the Putnam County, W.Va. School District.
- In counties reporting learning activities for consumers, there were 18 opportunities where 365 youth consumers and approximately 230 adult consumers reported they gained knowledge to improve their ability to handle food safely. Approximately 150,000 consumers were reached through television newscasts, newspaper articles, regular newspaper columns, and telephone calls.
- One hundred–five volunteers with the Mountaineer Food Bank reached hundreds of families in 48 West Virginia counties as a result of the refrigeration and food storage training.
- Through collaboration with the Be Smart Eat Smart staff, a refrigerator thermometer component was implemented in an eight-week curriculum. Two hundred-fifty families were reached.

Impact 2000 Report: Food Safety, Appendix 6

Goal 3: A Healthy, Well-Nourished Population

Program Overview

Two-thirds of all deaths in West Virginia can be attributed to heart disease (32%), cancer (23.5%), and stroke (6.8%). Additionally, the incidence of diabetes in West Virginia is 22% higher than the national average. Each of these diseases has risk factors that could be reduced through lifestyle changes. This includes the adoption of health promotion practices related to nutrition, exercise, and the use of tobacco products; plus participation in health screening programs. Extension agents can play a key role in the dissemination of timely and factual information on risk reduction strategies for these diseases. In addition, they can help facilitate the development of health promotion programs within their communities.

Hunger is a real and pervasive problem in West Virginia. It is estimated that 37% of all children age 12 or younger are hungry or at risk for hunger, and 15% of the total population in West Virginia is hungry. Clearly this is a result of West Virginia's high poverty rate. People who live in poverty suffer from hunger because of inadequate resources to buy food. Public policies and programs must address the poverty issue directly, but they also should seek to strengthen the capacity of limited-resource families to use their available resources wisely. This includes the adoption of sound nutritional practices and wise decision-making in the purchase of food products. Building upon a rich tradition of extended nutrition education to

West Virginia families, Extension can assume a leadership role in advancing the food management practices of limited-resource families in West Virginia, particularly those families that are impacted by the new welfare reform legislation.

Performance Goal

To promote the physical health and well being of West Virginians. This includes, but is not limited to, senior citizens, diabetics, and those with a high risk of cancer.

- I. Chronic Disease Risk Prevention
- II. Family Resource Management
- III. Safety

I. Chronic Disease Risk Prevention

Performance Goal

To promote the physical health and well being of West Virginians. This includes, but is not limited to, senior citizens, diabetics, and those with a high risk of cancer.

Programs Conducted

More than 1100 persons were reached by the Dining with Diabetes program. The largest percentage of persons reached was in the 51-70 year age group. Data support that there is significant increase in knowledge of health food choices for the diabetic diet and behavioral change in food preparation for person suffering from diabetes.

More than 500 persons were reached through the Active for Life program, and pre- and post-test data support the finding that significant changes were noted in upper body strength of participants. This allows persons to complete daily chores with greater ease and an increase in self-worth.

Multistate and Integrated Research, and Extension Programs:

WVU Extension faculty coordinated a major multi-state professional development conference "Diabetes Symposium" in 2000. Additional regional and national networks are utilized to enhance programs.

Impact 2000 Reports: Active for Life, Appendix 7
Dining with Diabetes, Appendix 8

1 Family Resource Management

Performance Goal

To promote the adoption of sound nutrition practices and wise decision-making in purchasing/preparing food products.

Programs Conducted

- During the program year, 10/01/99 through 09/30/00, 805 individuals were enrolled, attended, and graduated from the Be Smart. Eat Smart program. Fifteen counties were involved in the program. One hundred percent of participants made at least one positive behavioral change in eating a healthy variety from the five food groups. Significant positive behavioral changes were noted in planning meals, comparing prices when shopping, using a grocery list when shopping, not leaving foods out of the refrigerator too long, eating healthy foods, using less salt, reading labels and eating breakfast.

When given the skills and assistance needed, limited resource families will make positive behavioral changes in nutrition and health practices. They can learn to spend less on food and eat a healthier diet. Significant positive changes have been documented through the compilation of the pre- and post- food recall and behavior checklist.

Multistate and Integrated Research, and Extension Programs:

Faculty and staff participated in numerous multi-state initiatives including conferences, research presentations, and training and development programs.

I. Safety

Program Overview

The people of West Virginia desire and deserve safe home and work environments. Each year fires, work injuries, and other health problems result in the loss of life, property, and income. Any reduction or prevention of these problems provides significant economic benefits

for workers and employers alike. Statewide fire fighter training and occupational safety and health programs have been developed to address some of the safety and health problems.

Performance Goal

To provide training and assistance to fire fighters, employers and employees for the purpose of reducing safety and health problems in the state.

Programs Conducted by Health and Safety Extension:

- 99 safety-training classes taught to 1,531 WVU employees.
- 25 OSHA classes taught to 456 construction and general industry professionals.
- 40 safety classes taught to 687 employees of specific organizations (taught at their work locations).
- 44 asbestos abatement classes taught to 417 students (initial certification and recertification).
- 4 Fall Safe worker training courses taught at 4 construction companies to 135 construction workers.
- 22 OSHA, asbestos abatement, and other safety classes taught to 343 union members from various unions. Many of these classes already accounted for in other categories.
- 7 agriculture safety classes taught to 101 farm professionals. Some of these classes already accounted for in the WVU training.
- 36 public safety courses taught to 309 participants. Most of these courses already accounted for in other categories.
- 273 on-site services provided to approximately 200 West Virginia small businesses through the Workers' Compensation Small Business Health & Safety Initiative. Also provided extended service to 20 companies from 12 counties. This maximized the efforts of companies that are experiencing high workers' compensation losses along with those companies that are trying to meet regulatory compliance.

Outcomes

- Increased knowledge and skills necessary to safely work in potentially hazardous occupations.
- Increased compliance with OSHA Federal regulations.
- Reduced work-related injuries.
- Reduced workers' compensation claims.
- West Virginia certified asbestos abatement crew at WVU.
- Increased ability of contractors to manage and control construction fall hazards.

Multistate and Integrated Research, and Extension Programs:

- WVU Environmental Health and Safety
- Occupational Safety & Health Administration

- The Center to Protect Workers' Rights
- Occupational Health Foundation
- West Virginia Department of Health and Human Resources
- Professional Training Associates, Inc.
- National Institute for Occupational Safety and Health
- St. Paul Construction – St. Paul, Minnesota
- Construction Safety Council – Hillside, Illinois
- Computer Companion, Inc. – Morgantown
- West Virginia Workers' Compensation Division
- WVU Institute for Occupational and Environmental Health
- WVU Industrial Management Systems Engineering
- West Virginia Farm Bureau

Programs Conducted by Fire Service Extension:

- 890 fire, EMS, law enforcement, industrial fire brigade training programs offered. Over 13,000 emergency responders and local workers trained
- 3 direct assistance programs to municipalities with reductions in municipal fire department Insurance Service Office rating and correlating reductions in insurance premiums to local residents
- Enhanced fire response readiness for 13 power plants in a 3 state region with increased fire response capability enabling industries to meet OSHA compliance requirements
- Development of aircraft rescue and firefighting (ARFF) program to train emergency responders at in-state commuter airports enabling airports to meet FAA certification requirements that allow airports to continue operating commuter service
 - Recruitment of ARFF training program coordinator
 - Memorandum of understanding reached with State Aeronautics Commission to operate training program and acquire mobile ARFF training simulator
 - Development of bid package for ARFF simulator and acquisition of FAA and State matching funds for purchase of simulator
- Development of Public Safety Extension initiative to provide basic, annual, and in-service training for fire, police, and EMS personnel in a coordinated fashion throughout the state with joint training opportunities
- Continued development and funding of new State Fire Academy supported by four state fire constituencies: W.Va. State Fire Chief's Association, WV Professional Fire Fighters Association, WV Professional Fire Chiefs Association, WV State Firemen's Association

Outcomes

- Lowered incidence of firefighter injuries
- Lowered incidence of fire
- Lowered economic loss due to fire or other emergency
- Lowered property and casualty insurance premiums

Goal 4: To achieve greater harmony between agriculture and the environment

To support Goal 4, West Virginia has undertaken a variety of programs. Each of these programs will be supported by 3D funding, and will therefore be reported in the future. In light of this future elaboration, only general reference to these programs will be made below.

Sustainable Agriculture

The key focus of the sustainable agriculture program is to train agriculture and natural resource professionals to incorporate economics, environmental, and social parameters in their technology designs that impact production, harvesting/processing, and marketing strategies for commercial and part-time operations in the state. Critical components of these systems deal with plant health, soil health, nutrient recycling, and waste utilization.

Water Quality

West Virginia Water Quality Program is directed toward nutrient management and nutrient recycling via a nutrient management plan. These plans incorporate Best Management Practices (BMPs) appropriate to the designed system and site. Producers will be encouraged to use (where economical and appropriate) animal, industrial, and municipal wastes in their nutrient needs scheme. Application designs will include both nitrogen and phosphorus considerations.

Rural Resource Extension Act

This natural resource program area has four key future thrusts: (1) developing small woodlot management programs focused on improving the crop tree stands through tree release programs to improve the yield of desirable species and help woodlot owners use other strategies to improve the value of their woodlots, (2) promoting sound harvesting practices to reduce soil erosion from roads and landings, (3) increasing lumber value through value-added processing opportunities, and (4) supporting multiuse forest strategies with appropriate technology.

Pesticide Impact Assessment

Pesticide impact strategies will be supported by technical information secured from pesticide use inventories on West Virginia's important crops. This baseline data will help in transition as changes or anticipated changes in pesticide use are evaluated. Changes might include loss of registration, pesticides not available in small quantities to serve small producers, or the need to use less-toxic options.

Pesticide Applicator Training

West Virginia's Pesticide Applicator Training Program will be directed toward certification and recertification efforts for 1,200 commercial applicators in nine categories and 5000 producers in the private category. Key elements in the program are personal safety, equipment calibration, selection of the correct pesticide for the situation, proper storage and mixing, record keeping, and evaluation. Where applicable, no pesticide will be used in the control.

Integrated Pest Management

The focus of West Virginia's IPM program is to manage pests at an acceptable level so enterprises are profitable and the operation is environmentally sound. Designed management systems will incorporate pesticides, cultural strategies and mechanical considerations. Scouting will be an essential component in selecting the ultimate strategy and evaluating success. West Virginia programs will include a community component for lawns and gardens through the Master Gardener Program.

Planned Programs:

3d Programs (Integrated)

- a. Pesticide Impact Assessment Program
 - Pest management profiles completed for strawberries, sweet corn, peaches and beef cattle
 - Alternative pest control measures needed (2.45 FTE)
- b. Pesticide Applicator Training – Private
 - Training programs delivered by county faculty in 55 counties to 2,452 participants
 - Evaluations showed nearly 27% increase in knowledge (pre/post)
 - A video training tape was produced and used throughout the state
 - 2.5 FTE
- c. Pesticide Applicator Training – Commercial
 - Program conducted in 55 counties
 - Collaboration with 3 major state professional associations
 - 757 participants/employees who require certification
 - 272 Master Gardeners in 11 counties received training credits
 - 1,451 commercial pesticide applicators in the state that receive training for recertification annually.
- d. IPM (Integrated Pest Management)
 - Turf – weed control project (1 specialist; 7 county faculty)
 - project initiated – no results reported
 - 13 presentations to 545 participants
 - Multiflora Rose Control Project (1 specialist; 5 county faculty)
 - Summary Report provided in 2000; research continues
 - IPM projects being implemented after a 2 year vacancy in the position

Goal 5: Enhance economic opportunity and quality of life among families

- I. Community/Economic Development
 - a. Business Retention and Expansion
 - b. Community Leadership for Sustainable Development
 - c. Community Appearance
 - d. Recreation and Tourism
- II. Strengthen Families
 - a. Parenting and Child Care
- III. Youth Development
 - a. Youth Literacy
 - b. Post Secondary Education
 - c. 4-H Youth Development
 - d. Youth Resiliency
 - e. Volunteer Leadership Development

1 Community/Economic Development

Program Overview:

As a rural state, West Virginia faces many challenges. Its rural communities are isolated from major metropolitan centers both geographically and historically. The economy has long depended on natural resource-based extractive industries and manufacturing which have declined significantly. With the emergence of information and technology-based industries, a new economy is developing. Making the transition to the new knowledge-based economy presents many challenges and opportunities for community and business leaders. Community resource development helps communities to initiate community and economic development activities that build on community assets and enhance community quality of life. Workforce education and training programs contribute to improved labor management relations, occupational health and safety, public safety, and ultimately to the increased health, safety, and well being of the state's citizens.

West Virginia has had one of the highest unemployment rates in the nation for the last two decades. The need for more and better paying jobs and economic development is universally accepted throughout the state.

There are two approaches to economic development. One is to actively pursue industry and business with the intention of getting them to locate in the community. The other is to "grow businesses." This is done by aiding in the development of existing businesses already in the community and providing support for community members who wish to start their own businesses. It is the latter strategy that will be used here. It is undertaken because research has shown that up to 80% of new jobs in a community are created by the expansion of existing firms.

A. Business Retention and Expansion

Performance Goal

To promote job growth and entrepreneurial business opportunities in West Virginia.

Planned Programs

Problem: All too often, communities focus almost all their economic development efforts on industrial recruitment – sometimes referred to as “smokestack chasing.” This happens as much in West Virginia as elsewhere as development authority board members look for the “quick fix” to improve the local economic situation. While such efforts are important and occasionally successful (such as the Toyota factory in Putnam County), localities should have other programs in place to stimulate the local economy. An equally important strategy is to focus on improving the local businesses that already exist in a community. This strategy is often ignored or underutilized in favor of placing emphasis on the recruitment of new enterprises. Research shows that 40 to 80 percent of all new jobs are created by existing firms rather than through the attraction of new businesses to the community.

Audience: This program is directed toward existing and potential businesses that are located in or would like to establish a presence in West Virginia.

Objectives: The program seeks to promote business activity in the state by working to keep existing businesses operating, to enable those businesses to expand, and to encourage new businesses to develop in West Virginia. Much of this is done through the formal Business Retention and Expansion (BRE) program. It has as its goals the creation of self-reliant local economies and improved business climates. The program promotes job growth by helping communities identify the concerns and barriers to survival and growth that local businesses face. This approach is community based and focuses on existing businesses.

Personnel: Field Extension educators in 12 counties reported working in this area in 2000 (Berkeley, Clay, Mason, McDowell, Mingo, Monongalia, Putnam, Ritchie, Roane, Tyler, Wood and an unidentified county). Additionally, state specialists from both Morgantown and Charleston worked on activities in this area.

Actions and Involvement: More than 45 programs reached approximately 1200 individuals. This is done through a variety of means, including classroom instruction as well as and direct consultation and assistance. Over 120 businesses were visited as part of these activities. Involvement ranged depending on the project and the individual, but generally involved several working days up to more than 30 working days, for the persons involved.

Outcomes/Impacts: Through this program, numerous communities have seen improvements in their economic conditions.

One project involved helping Putnam County prepare for and benefit from the expansion of the Toyota engine plant. This included working to improve industrial sites and assisting related businesses that have developed in the county. A similar project in Ohio County resulted

in the creation of the Fort Henry Business and Development Center. This project included finding a site in the county, hiring an engineer, and beginning site development.

Other programs educated people about their economic alternatives. The WVU Extension Service participates in the West Virginia Rural Enterprise Institute, a joint effort between Extension, the West Virginia Rural Development Council and the Kaufmann Foundation. The institute works to provide support and education for entrepreneurs throughout the state. It is also in the process of locating a business incubator pilot project in a rural community in the state. In Berkeley County, Extension Educators held 40 classes on business development activities throughout the year – in part leading to 575 client contacts, 25 businesses created, and 80 jobs being generated. Small business training sessions and surveys took place in Ritchie County. Finally, a project educated individuals about the process of creating micro-businesses after a Roane County employer announced it was relocating off shore, eliminating 400 jobs.

Formal Business Retention and Expansion (BRE) Programs have been held in various localities in the state. Currently, a BRE program is underway in Greenbrier County.

Extension Educators provided information and education to Economic Development Authorities and similar boards throughout the state. This ranged from the development of input-output models for the Central Appalachia Enterprise Zone to strategic plan assistance or briefings on strategic planning for various EDAs throughout the state (including Grant County, Mason County, Putnam County, Tucker County, and Wayne County). Along those lines, several Extension Educators serve on the Economic Development Authority in their locality.

Indicators: The activities under this program contributed to the generation of 714 jobs. It also provided support to over 110 businesses. This included 39 businesses created, 65 businesses made self-supportive, 72 businesses retained, and 19 businesses expanded. Other indicators varied by project but generally included improvement in other measures for local economic conditions and/or an improvement in the entrepreneurial climate.

Collaborators: Work in this area generally involves cooperative projects between Extension Educators and business people and development officials (both individuals as well as the local development authorities and chambers of commerce) in the local communities where these activities take place. Such efforts generally involve training and visits to business locations. Also, other local, state and non-profit agency officials generally become involved in the process. These include the West Virginia Development Office, members of the West Virginia Legislature, the Center for Economic Options, the West Virginia Rural Development Council and the Kaufmann Foundation.

Program Recommendation: This program is important to the economic well being of the state. Promotion and sufficient resources are needed to ensure this program continues to have an important place in the wide array of local development efforts. Encouraging actions include the placement of an Extension specialist in Charleston who has programmatic responsibility, in addition to a campus-based Extension educator who works on the program.

Impact 2000 Report: Business Retention and Expansion, Appendix 9

B. Community Leadership for Sustainable Development

Performance Goal

To establish effective organizations, networks, and skilled leaders in order to give local governments, organizations, and residents the opportunity to become more active participants in further enhancing the economic/social/political infrastructure of the community.

Planned Programs

Problem: West Virginia has a shortage of individuals who have the requisite abilities and inclination to serve as leaders. This generally leads to individuals serving in multiple capacities and getting “burned out.” Also, the limited number of persons serving in leadership positions gives the appearance that the decision-making authority rests in the hands of a few individuals in many communities. This is not good for the long-term viability of these communities.

Audience: These programmatic efforts are directed toward all community members, especially those individuals presently serving in leadership positions within the community.

Objectives: This program seeks to enhance the quality of leadership in both the public and private sector in West Virginia communities. The objective is to help individuals be effective “community leaders” by providing them with the knowledge, training, and skills to be effective leaders and to make better decisions when they are in leadership positions.

Personnel: Extension educators in nine counties reported working in this area in 2000 (Berkeley, Fayette, Mason, McDowell, Ritchie, Tucker, Tyler, Wetzel, and Wood). Additionally, state specialists from Morgantown worked on activities in this area.

Actions and Involvement: More than 20 programs reached approximately 350 individuals. This is done through a variety of means, including classroom instruction as well as direct consultation and assistance. Involvement, depending on the project and the individual, ranged from single sessions to a half-time assignment of one faculty member to the WVU Office of Service Learning Programs.

Outcomes/Impacts: Through this program, numerous communities throughout the state have been helped.

One example occurred in Keystone. The town was confronted with job loss, high dropout rates, and teenage pregnancy and drug abuse problems. Additionally, the town was recently rocked by the scandal of a bank failure. Two Extension Agents worked to bring together people to create a community park. The project has secured funding to help with the purchase of property for the park and that land has been cleared, seeded and marked. Also, 24 community residents received training in leadership skills through this effort.

Additional programs also reached many people and places throughout the state. More than 20 communities benefited from partnerships with various university units, brought about in part by the work of a state specialist. To date, 475 students in 30 courses and 60 faculty

members from throughout the WVU system have participated in 37 projects in 23 of the state's 55 counties. These projects have ranged from social service assessments to water quality testing to rural retail enhancement to wheelchair design. Several projects have found other financial backing to continue or expand on the efforts after the partnership activity ended.

Many Extension educators serve in leadership positions in their communities. These include serving on planning commissions, solid waste authorities, economic development authorities, abandoned and dilapidated building boards, and the boards of local community organizations. As part of these activities, Extension Agents and Specialists took leadership positions in these groups as well as taught others how to become leaders. They also helped guide the operation of these organizations by participating in regular meetings and special activities, such as marketing studies, assessments, and targeted projects.

Similarly, direct Extension education efforts helped prepare individuals to be better community leaders. These varied from co-sponsorship of large workshops with state and national-level partners to holding local leadership training and/or skill certification classes (e.g., auctioneer certification class in Wetzel County).

Finally, statewide programs such as the Local Government Technical Assistance Program and the Community Planning Program worked to improve the situation in communities. Projects undertaken at the request of local officials included personnel studies, feasibility studies, and strategic planning development for organizations.

Indicators: The recommendations resulting from the activities of this program were adopted by 26 businesses and implemented by approximately 10 communities. Other indicators varied by project and often included persons involved and grant (or other) monies.

Collaborators: Work in this area generally involves cooperative projects between Extension educators and persons in the community where the activities take place. This collaboration generally takes the form of a joint activities and programming. Partners would include town and city councils and County Commissions, planning commissions, solid waste authorities, local economic development agencies, and non-profit groups. Additionally, various officials from state and federal agencies as well as other organizations become part of these efforts when appropriate. These include the West Virginia Development Office, the Governor's Community Partnership Grant Program, members of the West Virginia Legislature, the Appalachian Regional Commission, the Appalachian Community Learning Project, Federal Reserve Bank of Richmond, the W.K. Kellogg Foundation, and several corporations.

Program Recommendations: It is believed that many more Extension educators are doing activities that fall under this rubric than current reports would indicate. Thus, the most meaningful recommendation is for Extension Educators to examine what they do and determine if any of the activities that they carry out on a routine basis should be included under this program title for the purposes of reporting. Along those lines, refinement of the indicators used for this programmatic area might help improve future reporting efforts.

C. Community Appearance/Aesthetics

Performance Goal

To assist communities with both cultural and economic development, helping them to formulate plans of development based both on expressed concerns and desired outcomes.

Programs Conducted

Problem: The appearance and aesthetics of many West Virginia communities have suffered as a result of the restructuring of the economy during the past 40 years. Across West Virginia, communities are striving to sustain, improve, and expand their essential components in an effort to become more attractive and desirable places to live and work. Immersed in their own set of local issues, communities often attempt to improve themselves in a haphazard way with very little outside evaluation. Often, this sort of approach overlooks real problems and opportunities.

Audience: This program is directed towards local elected officials, community leaders, and community residents.

Objectives: This program helps communities strategically plan and implement projects intended to enhance and develop the community's appearance, thereby making it a more attractive and desirable place to live and work. The processes involved in this program help communities identify direction and purpose, alert community members to needed change, promote interest and commitment, encourage openness to unique and creative solutions, and develop leadership within the community.

Personnel: Field agents in 11 counties reported working on this program area. In addition, two specialists from the WVU Extension Service state offices worked on activities to support this program area.

Actions and Involvement: More than 50 communities were contacted resulting in 36 programs reaching approximately 850 individuals. A variety of means were used to carry out these activities, including direct consultation, meetings, educational programs, and presentation of recommendations. Involvement of personnel ranged from single consultations to the assignment of two full-time WVU Extension Service state staff members who commit approximately 50 to 70 percent of their time to this program area.

Outcomes/Impacts: Numerous communities throughout the state have participated and benefited from this program. For example, in the town of Keystone, WVU Extension faculty and staff used this program to improve the aesthetics of the town while also encouraging new local leadership development. To promote a more positive image of the community, land that had previously been an eyesore and the location of undesirable activities was obtained, cleared, and seeded in preparation for the construction of a community park for small children. Resources were obtained through local, state, and national sources to facilitate the project, and 24 community residents received leadership training through this effort.

In another example, a multi-county project in Calhoun, Jackson, and Roane counties to improve the aesthetics of the region was developed. An annual clean-up event was created to ameliorate the micro dumping problems in the region. Grant funds were successfully obtained to aid in the development of a local collaborative to conduct and establish the project. This effort was extremely successful with many agencies and individuals collaborating on the project. The goal of the project was to collect a minimum of 61 tons of solid waste materials. The actual tonnage of 372.42 tons far exceeded expectations.

Additional programs reported throughout the state also benefited more than 20 businesses that adopted recommendations based on this program area.

Finally, statewide programs such as First Impressions, the Community Design Team, and Community Planning have had a major impact on the improvement of community appearance and aesthetics in many West Virginia communities.

Through the First Impressions Program, communities learned how first-time visitors see the community, what the community's good traits and negative traits are, and what could be done to improve the appearance and aesthetics of the community. Six communities participated in the First Impressions Program during 2000 (Charleston's Westside neighborhood, Cowen/Camden-on-Gauley, Elkins, Glenville, Martinsburg, and Sistersville), involving over 40 volunteer visitors, 6 educational programs, and over 150 local citizens contacted. In a recent program evaluation funded by the Northeast Regional Center for Rural Development, participating communities expressed their satisfaction with the program, indicating that the recommendations made by the visitors were logical and reasonable, helped initiate positive changes, and that as a result of the program the community started working together. Impacts have included beautification and clean-up projects, downtown revitalization and restoration projects, improved signage and planning, tourism development projects, improved traffic patterns, and infrastructure development. The program also had a large impact on visitor's perspectives on community development by giving them a better understanding of the importance of long-term community planning. The experience also prompted them to look at their own municipalities and communities in a more critical way.

Several WVU Extension agents and state faculty have actively participated on seven Community Design Teams during 2000 (Cabin Creek, Davis, Hinton, Madison/Danville, Mullens, Richwood, Spencer, Webster Springs, and West Union), involving 10 educational programs, and over 400 local citizens contacted. Based on issues and ideas generated by the community, this program provides communities with a vision and concrete plan for community development. Plans include short, medium, and long-term projects to enhance community appearance and aesthetics and strategies for garnering needed resources. In addition, four follow-up grant-writing workshops were held for 28 community members. Impacts have included historic preservation projects, funding to interpret sites of historic interest, development of rail trails, development of walking tours, improved traffic patterns and parking, infrastructure development, historic murals, and funding for improvements to parks and recreation facilities.

As a result of the Community Planning Program, several counties have focused on community appearance and aesthetics associated with land use and infrastructure development. The Mercer County Planning Commission has used its comprehensive plan (finished in late 1999) throughout 2000 to guide the development activities in the county. The Randolph County Planning Commission held a discussion on land use issues in the county, which had not taken place in the locality since 1978 (the year the last county plan was completed).

Indicators: The recommendations resulting from the activities of this program were adopted by 31 businesses and implemented by approximately 13 communities. Other indicators varied by project and often included persons involved and grant (or other) monies.

Collaborators: Towns, community leaders, and elected officials in 13 communities, the local chambers of commerce, local economic development authorities, non-profit groups, USDA Rural Development, the Kellogg Foundation, the Benedum Foundation, the West Virginia State Historic Preservation Office, the Appalachian Regional Commission, WVU faculty and students, and various individuals from a broad cross-section of occupations.

Program Recommendations: This program has a significant impact on community viability statewide. Program promotion and sufficient resources are needed to ensure the continuation of this program to help communities become more attractive and desirable places to live and work. Better indicators are needed to improve the reporting of activities in this program area.

Impact 2000 Report: Community Appearance/Aesthetics, Appendix 11

1 Recreation and Tourism

Performance Goal

To enhance and help cultivate economic development within the recreation and tourism industries.

Programs Conducted

Problem: Historically, the West Virginia economy has been dependent upon resource extractive industries such as timber, coal, and gas. The restructuring of those industries over the past 40 years has led to a dramatic loss of jobs, unemployment, persistent poverty, and a tremendous out-migration of residents in search of economic opportunities elsewhere. As a result, many rural communities have struggled to maintain a diverse and vibrant economy, a clean and healthy environment, and a stable population while also preserving their culture, heritage, and natural resources.

At both national and state levels, the preservation of historical, cultural, and natural resources is being linked to developing and marketing tourism as a strategy to sustain local economies and ways of life. The historic character of a region or community can be used to promote a unique, regional or community identity, thereby providing a catalyst for economic recovery. According to the U.S. Department of Commerce, tourism is the third largest retail

industry in America. The West Virginia Tourism Commission has estimated that the tourism industry accounted for \$3.9 billion of the state's economy in 1999. However, significant barriers to community-based recreation and tourism development exist in West Virginia such as an extractive, natural resource based economy, small population size, limited financial resources and, in some areas, poorly developed infrastructure to support tourism (roads, lodging, restaurants, etc.)

Audience: This program is directed towards local elected officials, Convention and Visitors' Bureaus, tourism businesses, tourists, community leaders, and community residents.

Objectives: This program is designed to help communities improve and develop their economic viability while preserving their culture and heritage by using tourism as a community development strategy.

Personnel: Field agents in seven counties reported working on this program area. In addition, one specialist from the WVU Extension Service state offices worked on activities to support this program area.

Actions and Involvement: More than 15,000 individuals were participants in program activities. A variety of means were used to carry out these activities, including direct consultation, seminars, workshops, meetings, educational programs, and presentations. Involvement of personnel ranged from single consultations to initiatives requiring multiple meetings.

Outcomes/Impacts: To address the challenges and barriers discussed in the problem statement the WVU Extension Service has partnered with the WVU Division of Forestry, the Preservation Alliance of West Virginia (lead organization) and other groups to develop and implement a coordinated statewide heritage tourism initiative. The mission of this initiative is to develop a plan that will support heritage tourism efforts at both the state and local levels, foster interagency communication and collaboration, and enhance community-based heritage tourism development. Heritage tourism efforts will be based upon locally significant cultural, historical, and natural resources, and will strive to provide visitors with quality heritage tourism experiences. Local participation is encouraged at all levels of planning, development, and implementation. This effort will enable communities to have access to a permanent statewide heritage tourism support system that will provide technical, financial and networking assistance. Although in its infancy, the statewide heritage tourism initiative has been extremely productive. A total of 52 individuals representing 35 different organizations have participated in one or more of the meetings. Participants have expressed consistent satisfaction with the productivity of the meetings held to date and remain actively involved in the effort. Fourteen goals have been adopted and strategies identified for their implementation (strategies include those involving marketing, planning, political support, funding, community assistance, etc. as appropriate to each goal). Steps have been outlined to establish a statewide heritage tourism network, which will support collaborative partnerships and reduce competition among communities. In addition a list-serve open to anyone interested in heritage tourism in West Virginia has been established and

members of the initiative have been involved in the planning and coordination of History Day events at the state capitol.

In another example, a multi-county project in the southern West Virginia was developed. A WVU Extension agent started working with local groups to identify tourism resources and opportunities. The area in question includes the sites of two significant historical events, the Hatfield-McCoy Feud and a key conflict in U.S. labor history known as the Matewan Massacre. WVU Extension took the lead in helping to develop a set of tourism resources around the Hatfield-McCoy Feud and Matewan Massacre sites. Several ARC grants were obtained and resulted in the creation of informational brochures and signage for various sites of interest. The tourism resources created for the Hatfield-McCoy and Matewan sites are educational, entertaining and could be perpetuated long into the future. They also provide the region with a foundation upon which to build other heritage tourism resources. In addition, a live reenactment was created of the Matewan Massacre event.

In Wood County, a WVU Extension Agent has developed a project to increase the economic base of the county by developing the tourism sector of the local economy. The objectives of the project are to create an awareness of the importance of the Wood County Visitor's and Convention Bureau to the local tourism industry and to develop a strategic plan for future programming at the bureau. A program was developed for a general assembly at the Wood County Older 4-H Camp with the objective of explaining the importance of tourism efforts on the local economy and creating an awareness of the many tourism opportunities available in Wood County. In addition, the first step in the Wood County Visitor's and Convention Bureau Strategic Plan was undertaken. A study of tourism businesses has been initiated with interviews conducted and data collected. Work on this project is in progress to determine findings and identify conclusions of the study.

WVU Extension agents in several counties reported on recreation and tourism activities related to special events and county fairs in their local areas. In each case, agents provide important leadership roles and are working toward better promotion of these events.

Indicators: WVU Extension agents in seven counties reported at least one business enterprise in the county was either begun or expanded and annual revenues increased over \$100,000 as a result of this program. In addition, over \$16,000 in ARC grants was obtained.

Collaborators: Towns, community leaders, and elected officials, county commissions, county sheriff's departments, the local chambers of commerce, local economic development authorities, county solid waste authorities, tourist businesses, watershed organizations and other non-profit groups, West Virginia Division of Culture & History, the Canaan Valley Institute, the Center for Economic Options, the U.S. Army Corps of Engineers, the West Virginia State Historic Preservation Office, the Appalachian Regional Commission, Mid-Ohio Valley Regional Council, West Augusta Historical and Genealogical Society, Wood County Commission, WVU – Parkersburg Technical Assistance Center, WV Division of Highways, WV Division of Tourism, the Boy Scouts of America, WV Department of Transportation, WV Department of Environmental Protection, WV Solid Waste Management, WVU faculty and students.

Program Recommendations: Although in its infancy, this program has the potential to have a significant impact on community viability statewide. Program promotion and sufficient resources are needed to ensure the continuation of this program to help communities develop tourism as a strategy for diversifying their economies and maintaining the culture and heritage of the region. Better indicators are needed to improve the reporting of activities in this program area.

Multistate and Integrated Research, and Extension Programs:

Extension faculty members served on Healthy People Healthy Communities and Workforce Preparation National Initiative Teams. Involvement in regional and national community resource development programs have strengthened West Virginia programs. Initiatives are just getting underway (e.g. "Virtual Economic Development Institute" with Michigan State University).

I. Strengthen Families

Program Overview

The social structure of American society has changed profoundly in the past 40 years. Dramatic economic, social, and demographic changes have extensively altered the family structure. Families are the basis for developing people to assume positions of future leadership in society. Families are the nurturers, caregivers, role models, teachers, and counselors; and they instill values in their members. Every level of society is affected when families fail to support and guide their children.

In general, society lends little support or educational assistance to families. Agencies and institutions rarely advocate for families and children unless they are in severe situations. Parents living in isolated areas with few services or living in poverty or near poverty often face severe difficulties in exercising their parenting responsibilities.

Becoming a parent while still in adolescence also hinders one's ability to understand and exercise parenting responsibilities. West Virginia has a high percentage of teen-aged girls who are parents. According to recent statistics, one out of every 19 West Virginians ages 15-19 has a baby. The number of births to unmarried girls ages 10-19 increased by 82.6% during the past two decades.

A growing number of children in West Virginia live in single-parent households. Single-parent households have a unique set of circumstances and place an even greater demand on the need for childcare outside of the home.

A devastatingly large number of people in America cannot read well to be successful in life. A large number of school-age children face significant difficulties in learning to read, and an increasing proportion are considered learning disabled because of their reading difficulties. In fact, 40% of America's children are not reading on grade level when they enter the fourth grade. Failure to learn to read adequately is especially likely among poor children, children who are members of racial minority groups, and those whose native language is not English. Children from low-income communities are particularly vulnerable during the summer when they lose academic skills and return to school in the fall behind where they were in the spring.

More parents have entered the workforce during the past decade, which has increased the need for childcare. Poor quality of childcare available to parents often hinders their ability to be productive in the workforce. Parents working extended hours and families of children with special needs face additional pressures in obtaining quality childcare.

West Virginia has one of the lowest college going rates in the United States. Only 41% of high school graduates continue their education beyond high school. Of these 40% who attempt postsecondary education, there is a 59% college dropout rate. According to the 1990 U.S. Census, West Virginia ranked last in the percentage of high school graduates who entered college and almost last in the nation in per capita income.

Research conducted by several Extension agents with the West Virginia University Extension Service agents revealed that students need to be involved in programs that directly connect higher education and public schools. This involvement enhances their prospects for obtaining skills required in the modern labor market. Also, if youths are living with single parents, in a minority group, have low income, or have parents with limited education, they are less likely to see themselves as being able to pursue education beyond high school. The research indicates that these youths need access to procedures for college preparation and access to college campuses. Also there is a need for a mentor/mentee role in their lives, coupled with being involved in extracurricular service activities (England, Whitt, and McGrady, unpublished, 1998).

Youth development is the process of assisting youths from birth to healthy, productive adulthood. Children don't experience this journey alone. It involves the family and the community around them including schools, organizations, and peers. Although the process does include elements that are sequential and predictable, it does not occur by chance.

Positive youth development focuses on providing a safe, secure environment, connectedness with others, a sense of belonging, mastery of skills and competencies, and opportunities to contribute to society. These are the needs and competencies that help youth to thrive. And for those involved in youth development programming, these are the skills and competencies that must be supported.

Almost half (47.7%) of all school age children in West Virginia qualify for free and reduced-price school meals. One out of every 19 West Virginians ages 15-19 has a baby. The number of births to unmarried girls ages 10-19 increased by 82.6% between 1980 and 1995. West Virginia children and youth are increasingly more likely to be living with one parent; single-parent families increased by 45% between 1980-1995. In the past seven years, the number of West Virginia young people living in foster homes increased by more than 60%. From 1975 to 1996, the percentage of births to unmarried mothers in the state has risen from 14% to 44%. In 1995, nearly 14,000 referrals of child abuse were reported and investigated in West Virginia.

A. Parenting and Child Care

Performance Goal

To empower and strengthen the capacity of families to nurture, support, and guide children to becoming caring, competent, and health individuals.

Programs Conducted

Two major in-service education programs brought together parent and childcare providers in teams from across the state for research-based education and partnership building. Fourteen agencies teamed with WVU Extension to train 72 childcare providers and parent educators. Ninety-two percent of those responding reported the in-service provided practical

approaches on how to network and build collaborative, community-based partnerships for quality childcare.

The Partners with Parents education workshop was designed to identify quality standards and core curriculum in parenting education. Four major agencies, West Virginia Family Connections, the West Virginia Public Health, Office of Maternal and Child Health Perinatal Services, and the West Virginia University Extension Service came together for the first time as partners in this endeavor. Participants expressed overwhelming desire for training in a new curriculum, Apple Seed. This training is scheduled for March of 2001.

The *Family Times Newsletter* is a mode of disseminating information to parents of elementary age school youth. There is overwhelming data to suggest there is knowledge gained and behavioral change of those who receive it. In significant numbers, parents report they have learned about and or have begun to help their children develop responsible behavior, read with their children, how to help their children deal with anger, children and TV, video games, and computers, support child make friends, listen to their child, support honesty in their child and set limits with their child.

III. Youth Development

A. A. Youth Literacy

Performance Goal

To instill in children—especially those from at-risk populations—the reading skills necessary for success in life.

Programs Conducted

Eighty (80) communities in 38 of West Virginia's counties offered Energy Express in 2000. Three thousand-four-hundred and ninety-two children entering first through sixth grade were served. Seventy-three percent (73%) of the children were eligible for free and reduced priced school meals, and nineteen percent (19%) required special services through Individual Educational Plans. The average daily attendance was 82 percent; 202,536 meals were served; 20,952 books were given to children for their personal libraries.

469 college students served as mentors to children; 461 of these were AmeriCorps members. Seventy-seven college students and community members served as volunteer coordinators. Thirty-seven were VISTA Summer Associates, 22 were AmeriCorps members and 18 were borrowed-shared by partnering agencies and organizations. Eighty classroom teachers, Title I teachers and principals served as site coordinators.

Children reading in word identification, passage comprehension and broad reading increased significantly ($p < .0001$) as assessed by the Woodcock Johnson Test of reading Ability. The average child gained 3.5 months in reading ability during the six-week program.

College student mentors increased in personal efficiency and commitment to community service.

B. Post-Secondary Education

Performance Goal

To provide educational/career programming to families/youths in West Virginia as an avenue to increase the percentage of the population attending postsecondary schools.

Programs Conducted

- Increased number of youth with career and college information; 74 youth attended three W.Va. CARES symposia; 30 youth attended workshops at 4-H teen leaders weekend; 17 youth attended workshops in Mercer County; increased number of collaborations established with colleges and universities in West Virginia (Marshall University, West Virginia University, West Virginia Wesleyan, Concord College, Bluefield State College, West Virginia University Institute of Technology); and increased knowledge of financial resources to attend college.

C. 4-H Youth Development

Performance Goal

Assist West Virginia youths to reach their fullest potential through the 4-H youth development program.

Programs Conducted

- The 4-H management team adopted two areas for emphasis—development of 10 Internet-based Monthly Program Guides (MPG) for community 4-H leaders to help improve club programming and support of an evaluation of current status of state programming. The MPG has been reviewed and is in the corrections stage of that review. The evaluation effort is begun with the conclusion of an initial strategic plan that identifies a vision, mission, strategic objectives, and goals. The six strategic objectives are: improve delivery systems and mechanisms, enhance the value provided by WV 4-H, increase inclusion by expanding and diversifying recruitment, develop the workforce, empower youth, and promote a unified message with documented accomplishments. Each one of the initiatives has a comprehensive set of clearly stated goals.
- The 2000 4-H and Youth, Family, and Adult Development Center's Federal ES237 youth contact report was submitted on Nov. 1, 2000, with all 55 counties reporting. A total of 42,090 youth were enrolled in West Virginia youth programs. This represents a slight increase from 1999's report of 37,903 youth. Of the 42,090 youth, 5,902 were enrolled in overnight camping, 14,924 participating in special interest/short-term programs, 18,044 were members of organized 4-H clubs, while 15,951 youth participated in 4-H school enrichment programs. White, Black, American Indian or Alaskan Native, Hispanic, and Asian or Pacific Islander youth were represented in integrated and non-integrated 4-H events throughout the year. A total of 6,109 adult volunteers and 4,732 youth volunteers

were reported from West Virginia. Another 4,012 adult and youth volunteers were trained in leadership and parenting during the reporting year.

D. Youth Resiliency

Performance Goal

To enhance resiliency of West Virginia youths and families by assisting communities and family support systems.

Programs Conducted

Kanawha County: 126 hours of tutoring services to children; 40 children participated in Energy Express (5% increase in reading comprehension and 2% increase in word recognition); community education center opened; community needs assessment developed; community center steering committee established; 267 flyer (announcements) distributed to parents announcing the availability of computer training; family fun nights at community center; youth recruited for service roles.

Lincoln County: 103 children in 71 homes visited by CYFAR associates; referral slips distributed to all teachers at Griffithsville Elementary; needs for an after school program discussed with Griffithsville faculty; 31 children attended the first 4-H program information session; Griffithsville after-school students practice literacy skills on CYFAR computers; 4 community leaders attend first parental involvement meeting; family support team established; 2 school staff, 3 parents and 2 CYFAR staff members attend technology training session; 92 parents signed up to be volunteers t Griffithsville Elementary; 75 adults, children and youth received free haircuts in a collaborative project with CYFAR and Huntington/Charleston School of Beauty; 47 parents responded to the "Guide Your School" survey; 47 parents attended the Parent Power Workshops; a parent resource room was established; a parent Parent Power was held; 13 parents planned a school newsletter; 5 parents learned how to search the Internet for quilt patterns; 30 adults received computer training; 7 low-income parents received help in budgeting for school clothing and transportation; 15 youth received computer training; 34 youth attended their first 4-H program.

Monroe County: 75 percent of teachers surveyed stated that they wanted the Energy Express Program; 75 percent of teachers surveyed said that their students responded favorably to a summer reading program; 80 percent of the parents of the children who attended the 2000 summer reading camp said they wanted their children to attend again; 7 students received supplemental reading support from Reading Recovery Instructors during the 2000 summer (their reading level increased by 2.4 levels); summer feeding program was made available to students; 9 collaborators met regularly to explore and determine the programs that would effectively reach the greatest number of children; a facility was made available for summer programs that include swimming and recreation; Transportation was made available for the summer students; janitorial services have been made available for summer programs; and 3 teenager reading buddies were trained orally to student at Mt. View Elementary.

Multistate and Integrated Research, and Extension Programs:

Four WVU faculty members are actively involved in CYFAR initiatives and participate in regional and national program development initiatives.

E. Volunteer Leadership Development

Performance Goal

To increase the skills of volunteers through participation in Extension programs.

Programs Conducted

Minimum core competencies for faculty working with volunteers have been identified and adopted. The number of certified instructors qualified to present the core curriculum has increased both within WVUES (from 3 to 12) and outside of Extension (from 8 to 22). A fact indicating positive evaluation is that another Train-the-trainer session is scheduled for early 2001 and plans are made to require faculty working with volunteers to attend a workshop on "Basics for Effective Volunteer Program Management" in 2001. Availability of workshops has increased through the increase of instructors across the state and faculty should have several opportunities to attend workshops within their local area or a nearby county. Availability of professional development in advance volunteer leadership/management areas was available at WV State Volunteer Conference and National Conference for 4-H Agents.

4-H Leader's Guide and CD-ROM distributed to each county; Moving Ahead Together: US Army, USDA and Kansas Cooperative Extension Service course presented to 108 WVU Extension educators and staff who work with youth.

A County Volunteer Leader Notebook produced. The results: increased satisfaction of volunteer leaders in their performance; higher productivity and efficiency as a volunteer leader; better documentation of leadership skills and competencies that clarify where volunteer training needs; equal treatment of volunteer leaders for positive or negative consequences, i.e. awards for leadership achievement, plans of improvement, or dismissal as leader; improved documentation and understanding of our human resources; and more professional treatment of adult volunteers.

Multistate and Integrated Research, and Extension Programs:

A team of WVU Extension faculty participated in a multi-state initiative volunteer leader training and returned to conduct "train the trainer" programs in 1001. Regional and national volunteer leaders' forums and national list-servs are additional examples of multi-state programs.

Impact 2000 Report: Volunteer Leadership Development, Appendix 12

Appendix 1: Northeast Region Selected Regional Priorities for Multi-state, Integrated Research and Extension Projects

Through a process culminating in a joint planning session on January 30, 2001, in College Park, MD, between the Northeast Extension Directors (NEED) and the Northeastern Regional Association of State Agricultural Experiment Station Directors (NERA), the current leadership of the two groups here summarize the agreed upon priorities for joint work in coming months and years.

The joint planning meeting included wide-ranging discussion of priority areas of stakeholder need, including topics as broad as energy and transportation issues in the region. It is acknowledged here that NERA and NEED members may indeed partner with others well beyond the two units at our respective land-grant universities to develop extension and/or research programs. This list of Selected Regional Priorities has a more narrow focus and purpose: clearly stating the most important, overlapping areas of agreed upon community/stakeholder need and NEED/NERA problem solving capacity or intent to build capacity-thus intention to undertake co-joint (multi-state, integrated) initiatives. Collaboration using existing resources and joint seeking of additional resources to address these areas is intended.

Role of Champions

Also included are champions and administrative liaisons that have agreed to accept regional responsibility for increasing the number and quality of funded Northeast Region multi-state and integrated projects. These champions were identified based upon their:

- Proven leadership abilities
- Subject area expertise
- Willingness and energy to provide regional leadership for the identification and submission of competitive multi-state and integrated project proposals.
 - a) short-term: to respond to IFAS 2001 RFPs (and subsequent year IFAS and other funding programs)
 - b) longer-term program resource seeking
- Ability to work with Northeast region NERA/NEED administrative leadership to adjust research and extension program portfolios over time
- Assurance of support of travel, time, and other costs from the champions' home states for work with regional assignments

The champions, with assistance from Northeast research and extension directors as necessary, will pull together a multi-state, integrated team. The team will collaborate in developing the project descriptions that address the priorities defined in this document. The project descriptions will include the faculty and finances necessary to achieve measurable and successful impact. The project descriptions will become the basis for proposals to various funding organizations.

In the short run, there is a critical need to respond the recently issued IFAS request for proposals. In the long run, the champions/teams are to actively seek resources from a variety of sources beyond IFAS and USDA.

Selected Regional Priorities

(1) **Environment, natural resources, land stewardship**
(a) **Intersection of urban/rural communities related to land use (including open space planning) and**

(b) Water management including wetlands, watershed, and water quality and quantity

Other subtopics of mutual interest include:

- Woodlot management
- Human and agricultural wastes
- Control of (particularly ecosystem threatening) invasive organisms
- Environmental and bioremediation technologies

(2) **Family and youth**

Promoting healthy lifestyles; youth/families at risk

Other subtopics of mutual interest include:

- Parenting
- Youth mentoring
- Violence and the community
- Learning readiness

(3) **Relationship of food to health**

Food security throughout the food chain, including integrated pest management

Other subtopics of mutual interest include:

- Human health impacts: nutrition, diet, obesity, diabetes education, and overall health
- Food security and access for needy, underserved populations
- Community-based food systems

(4) **Rural and urban community vitality**

(a) Agricultural viability, including profitability, niche market opportunities, ag-tourism, aquaculture systems, non-labor intensive production

(b) Community capacity building, including leadership, urban-rural issue policy formation/practice, access to new technologies, workforce development

Other subtopics of mutual interest include:

- Focus of above on specific sectors (e.g. dairy)

- Energy issues
- (5) **Crops and livestock**
 - (a) Functional genomics and bioinformatics
 - (b) Biogases products
(forest products, nutraceuticals, functional foods, value-added products development; consumer acceptance of biotechnology products)

Appendix 2: Program Needs Survey: A First Report of Major Findings

WVU Extension Service survey highlights statewide concerns

The economy and job-related issues are uppermost in the minds of West Virginians, according to the results of a survey by the West Virginia University Extension Service. The questionnaire asked about 36 potential program areas in six categories: The Economy, At Home and on the Job, In Our Communities, The Environment, Our Children and On the Farm and in the Garden.

Commitment to improving our way of life is evident in the results, since nearly all program possibilities were supported by large majorities of respondents. Strong interest in the economy and young people attest to a vision for the future and a desire to ensure progress and growth.

Issues affecting the economy and future jobs clearly raise greatest interest. Four of the 10 top-ranked program items are concerned directly with economic issues. In addition, three other program topics focusing on children and the environment are related to issues of job-creation and employment.

Among the items seen as most important are:

- Helping both young people and adults to obtain the training necessary for current and emerging jobs
- Preserving our natural resources while seeking ways to accommodate both business interests and environmental concerns
- Attracting new business and expanding local enterprises
- Promoting and enabling education beyond high school for young people, often a path to suitable, stable employment
- Teaching young people to make realistic decisions for their lives, including young people at risk
- Expanding youth-oriented educational programs, such as 4-H

All of the top 10 items are considered “very important” by more than half of those who answered the survey. The second tier of 10 items also is headed by job-related and youth program possibilities. The adult respondents emphasize their own needs for improved life skills, while also looking to community concerns and our traditionally rural way of life.

Among the items seen as second most important are:

- Offering career-exploration for young people, whose choices determine future personal and economic well-being
- Helping young people reduce tobacco use
- Developing after-school and summer youth programs
- Improving safety in communities and on the job
- Preserving family farms

- Helping adults to improve their life skills, such as better parenting, handling money and health habits

The ratings of importance for the higher-ranked items were very close, with less than a 10-percent difference between the first-ranked item and the 21st, which was considered important by 85.1 percent of respondents.

In the bottom half of the rankings, ratings of importance quickly drop below 80 percent. However, the strength of statewide interest in efforts to improve our quality of life is evident in the fact that only four of the three-dozen items are considered important by less than 75 percent of the survey respondents. The least attractive options relate to expanding tourism, exploring alternative agricultural production, more community open spaces and attracting more retirees to live in the Mountain State.

Designed to look at current and future Extension programming, the survey also asked about technology that might be used for program delivery. Very large majorities report having telephones and VCRs, and almost three-quarters have cable television service.

However, immediate use of computers for communication may be more problematic. Only half have regular access to computers, most often at work. Less than two in five have computers with Internet connections, with only about one in five subscribing to service at home.

The Extension Needs Assessment Survey was conducted between August and October 1999, with 3,000 questionnaires mailed to residents throughout the state. Almost a quarter were returned, and the results reported here are based on 702 surveys (with a margin of error of 3 to 4 percent).

Besides program-related opinions, the survey asked about social and economic characteristics of respondents.

If a “typical” respondent exists, this individual is likely to be a white, middle-aged (or older) high school graduate who lives in a household with other adults only. In addition, he or she – men outnumber women by a slim margin – is likely to be working full time or retired, with a household income of \$30,000 or more.

To the extent that Mr. or Ms. Average Respondent may be somewhat better off than the average West Virginian, the urgency of some identified needs may be understated.

Appendix 3: Impact 2000: Competitive Beef Marketing

Issue (Who Cares and Why?)

The West Virginia beef industry must develop production and marketing programs that help small beef production units become and remain competitive.

What Has Been Done?

1. The WVU Extension Educational Series conducted 15 sessions--three monthly programs in January, February, and March in five locations--across the state in 1999 to address issues in animal health, forage management, and livestock marketing. Each month, more than 1,200 different producers and allied industry personnel participated in the sessions. The Extension series featured a dinner meeting and invited industry leaders that addressed current information regarding beef industry issues. The dinner program theme was established to include all family members in the educational and decision process of their respective enterprises. The meetings provided an arena to promote team building and improve communications between neighboring operations. Attendees learned how leading industry seed stock and commercial producers in Kansas, Iowa, and Indiana had prepared to address the challenges of a rapidly changing marketplace.
2. On the day after their dinner program presentations, program speakers conducted special "think tank" sessions with 30 Extension agents, specialists, and key West Virginia beef producers to develop further programming and professional development opportunities. A number of value-added and niche-marketing opportunities were explored and provided direction for future Extension programming. As a result, additional educational opportunities were provided beef producers via regional short courses and local county programs.
3. In the Quality Assurance (QA) feeder cattle program, carcass data are collected on as many groups of calves as possible. The resulting information is fed back to individual producers to assist in genetic management. In 1999, six promotional and educational tours to Kansas, Michigan, Ohio, Pennsylvania, Iowa, Maryland and Illinois were conducted to follow-up with buyers that purchased or fed QA calves. West Virginia was host to three cattlemen's tours from Pennsylvania, South Carolina, and Ohio; many of the QA participating herds were featured.

Impact

1. The average value-added increase in income is about \$1,200 per farm or \$116,000 to all producers who participated in the Quality Assurance (QA) feeder cattle program.
2. The calves marketed through the QA program have developed a good reputation for performance and quality. Two QA feeder calf sales and one QA yearling sale were conducted in

1999. Calves marketed in the QA sales are classified into two health and management programs: Gold and Silver.

- a. The 1999 sales marketed 2,900 "Gold" calves to 45 prospective buyer via the teleauction at a \$5/cwt or \$30 per head advantage over the Silver Program calves
- b. According to buyer surveys, both health programs have been successful in reducing losses associated to the stress of shipping.
- c. The QA calves, for the past two years, have returned a \$2 to \$7 per cwt premium over similar calves marketed in the West Virginia Special Graded Feeder Cattle Sales. (Producers in the graded feeder cattle sales are part of the traditional Extension outreach program.)
- d. The Special Graded Sales marketed 40,000 feeder cattle in 1999 and provided a \$2 to \$4 per cwt advantage over the weekly auction sales.
- e. The 1999 QA Yearling Sale yielded similar results, with 600 feeder cattle marketed at a \$6 per cwt premium over average USDA prices quoted for the week.

3. Producers participating in marketing pools discovered they were better equipped to deal with the drought of 1999.

- a. The networking skills and contacts that many of the pools developed over the years were valuable when locating and purchasing hay and feed. Producers that were accustomed to weaning were able to capitalize on early weaning calves and conserve limited forage supplies for brood cows.

- b. At least three feeder calf pools marketed three trailer loads of cull cows direct to Taylor Packing or Moyer Packing. Reported returns indicate producers received \$30 per head advantage over the weekly auction markets.

- c. Most producers who elected to participate in the Gold QA program and weaned calves early to market through the QA Sale were able to turn a \$40 per head potential loss into a \$40 per head profit. They would have taken a loss had they sold the calves in August at the weekly auction market at drought-stressed prices.

4. The West Virginia feeder cattle pools are providing technology access to a network of small producers. A number of marketing pools are combining resources to apply technology such as ultrasound, synchronized breeding, and embryo transfer to their commercial operations as a means to improve performance, uniformity, and quality of their cattle. Some producers have pooled resources to develop heifers and utilize the genetics available only through artificial insemination. Contract arrangements have been made with seed stock producers to produce a battery of herd bulls with similar genetics to improve uniformity and predictability.

5. The tours have provided a tremendous opportunity for team building and improved comradeship among West Virginia beef producers. The tours also have improved buyer -seller trust and have enhanced the reputation of West Virginia feeder cattle.

Funding Sources

WVU Extension Service, Agriculture and Natural Resources Development Center
WV Department of Agriculture
WV Livestock Auction Markets

WV Cattlemen's Association
Pennsylvania State University
Pennsylvania Dept. of Agriculture
WV Farm Credit
Pendleton County Bank
Grant County Bank
Southern States Inc.
Pfizer Animal Health
First National Bank of Romney
Capon Valley Bank
Hoechst Roussel Vet
Boehringer Ingelheim
Bayer Corporation
WV NRCS
South Branch Valley Bank
First United Bank
Bank of Romney
Elanco Animal Health
Local Ruritan Clubs
Valley Farm Credit

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Impact 2000: Fruit and Vegetable Production

Issue (Who Cares and Why?)

Horticultural crop production by the homeowner and entrepreneur is a viable means of producing food for the household and generating all or a portion of the family income.

What Has Been Done?

Thirty-seven West Virginia's 55 counties provided the following fruit and vegetable production and marketing data.

Agents . . .

- delivered 306 educational programs
- consulted with 8,623 clients by phone
- gave 4,720 pesticide recommendations
- provided 1,886 office visits
- made a total of 28,790 client contacts
- visited 692 farms
- identified 7,400 insect and disease problems
- collected 3,589 soil samples
- certified 408 Master Gardeners

Impact

The number of commercial small fruit growers increased from 79 in 1998 to 169 in 1999. The estimated value of homegrown fruits and vegetables increased by 69 percent. Though the volume of commercially produced fruits and vegetables declined by 3 percent (perhaps because of the severe drought), the dollar value of those products sold increased by 7.5 percent. One thousand seven hundred and seventy-six growers amended their soils according to agent recommendations, and growers reported an increase in production of 19 percent as a result of proper pest identification and control. In 1999, 22 new roadside markets and 16 new commercial markets were established, and growers used 216 new or different market outlets.

Of the 490 Master Gardeners trained in 1999, 45 percent increased their knowledge, according to the pre-test/post-test results. Master Gardeners statewide volunteered a total of 12,787 hours to community service. This is equivalent to 4 to 6 full-time, 12-month Extension educators. When valued at an average rate of 15 per hour, their volunteer service in their communities represents an endowment of \$191,805 to Extension.

Funding Sources

State and federal Extension funds.

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Impact 2000: Youth Dairy Program

Issue (Who Cares and Why?)

The number of dairy farms in West Virginia is decreasing. The number of youths enrolled in dairy projects is decreasing. West Virginia University Extension would like to increase the number of youths participating in dairy programs. However, Extension does not have a dairy specialist. The position was eliminated in 1990. Dairy program efforts have been scattered among faculty with other responsibilities. WVU Extension and other dairy-related educational organizations need to coordinate their programs and resources.

What Has Been Done?

1. **New Dairy Workshop:** In 1999, West Virginia University Extension faculty, in consultation non-Extension faculty and commodity groups and others, planned and implemented a new event, the West Virginia Youth Dairy Workshop. The two-day workshop—held April 16-17—provided dairy project members (4-H and FFA) with hands-on education in selecting and judging an animal, providing proper nutrition, understanding genetics and sire selection, showing and fitting animals. Members also learned about dairy industry and 4-H project completion procedures.
2. **West Virginia Dairy Cattle Show and Festival:** This event assists youths and adults in learning about dairy production and in developing life skills through group living and competitive events. New combinations of old resources were combined for the 1999 event. The program consisted of educational activities, showmanship, breed shows, dairy poster exhibition, dairy princess selection, and the state 4-H dairy judging contest. Held on August 14-17, 1999, at WVU Jackson's Mill State 4-H Conference Center, the event attracted 34 youth exhibitors and 14 adult exhibitors. They showed 100 animals. Fifteen of the youth exhibitors had participated in the Youth Dairy Workshop. In addition, 38 4-H and FFA members participated in the State 4-H and FFA Dairy Cattle Judging Contest. This contest was a first-time joint educational effort for both youth organizations. WVU College of Agriculture, Forestry, and Consumer Sciences faculty and staff—in addition to a cadre of individuals, both paid and volunteer—assisted in implementing the event. This effort was undertaken to enhance the program for the youth participants and to utilize both human and financial resources wisely.
3. **West Virginia 32nd Dairy Heifer Replacement/Genetics Sale:** This event provides a market outlet for dairy heifer projects. The 1999 32nd Dairy Heifer Replacement/Genetics Sale was held on August 27-28, 1999, at the Marshall County Fairgrounds in Moundsville, WV. This sale was preceded by the WV Holstein Association Annual Meeting Banquet on Friday evening. This meeting brings together the membership of the WV Holstein Association with industry representatives and donors to the 4-H and FFA programs.

Impact

1. West Virginia Youth Dairy Workshop: The evaluation indicated that the youths' skills improved. Thirty-eight youths participated in the workshop; 25 completed evaluations. Among the findings were the following:

The data listed below indicates the behaviors in which the planning committee identified areas to see desired change. The numbers are the percentages of respondents who said they did (or will do) the item "often" or "almost always." Every item listed showed an increase in the frequency of the desirable behavior after the workshop. Some are modest increases, but several were dramatic.

Statements:	In the Past:	In the Future:
*Review of Projects:		
1. Complete Planning Guide	66%	93%
2. Select 7 Activities in Project...	60%	80%
*Fitting:		
1. Clipping my own animal	50%	82%
2. Halter my own animal	67%	88%
*Heifer Nutrition:		
1. Feed my own animal	79%	80%
2. Recognize well-fed/ developed animal	57%	65%
*Sire Selection:		
1. Read a sire summary	21%	48%
2. Select the sire for breeding my heifer	20%	42%
*Dairy Judging:		
1 Know ideal breed characteristics	34%	47%
2. Observe and evaluate animal	47%	76%
*Showing:		
1. Present my animal correctly	60%	89%
2. Wear proper dress	80%	87%

2 West Virginia Dairy Cattle Show and Festival: The educational quality of the showmanship contest was enhanced through the combination of the 4-H and FFA divisions into a separate youth showmanship event, which increased the total number of youth who competed.

3. West Virginia 32nd Dairy Heifer Replacement/Genetics Sale: During the sale, 12 animals were sold for \$17,535.00. The average price was \$1461.00.

The contributions of the collaborators for the WV Youth Dairy Program are estimated at \$10,863.64, which includes cash and in-kind donations.

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Impact 2000: Food Safety

Issue (Who Cares and Why?)

Although the U.S. food supply is of high quality and among the safest in the world, the Centers for Disease Control and Prevention estimate that up to 33 million cases of food-borne illnesses occur each year. Nationally, these illnesses contribute directly to as many as 9,000 deaths per year and lead to an estimated \$9.4 billion dollars per year in associated medical costs and productivity losses. The incidence of food-borne illnesses could be greatly reduced with the adoption of established food safety practices in the production, transportation, storage, and preparation of food products. Extension's close ties to the people and institutions of West Virginia present a unique opportunity to extend timely and factual information on food safety practices to targeted audience groups. They include restaurant managers, food processors, school cooks, child care providers, 4-H camp staff, consumers, and occasional quantity cooks.

The food safety program's objective is to reduce the incidence of food-borne illnesses in West Virginia by promoting the adoption of food safety practices and alerting the public to food-borne risks and illnesses.

What Has Been Done?

Major activities included:

- ServSafe food safety certification course in Shepherdstown (October 1998), Bridgeport (March 1999), and Bluefield (March 1999).
- Food handlers training in Jefferson and Braxton counties.
- Food preservation workshops and consultations.
- Food safety workshops for targeted audiences— child care employees, school cooks, food pantries, consumers.
- Research project and evaluation on temperatures in home refrigerators.

Impact

- At least 37 persons attained ServSafe certification by the National Restaurant Association. Evaluations indicated the knowledge gained was useful and applicable in work environments.
 - Cooperation with county health departments has impacted almost 2,000 food service workers in obtaining a food handler's card, which is often a requirement for employment in the food industry. Extension agents provided information and presentations on topics such as food recalls, basic food safety, safe food service, pathogens, and hand-washing.
 - The evaluation of the refrigerator research project revealed that all participants in the project kept the thermometer in their refrigerator and continued to monitor the temperature on a regular basis. In addition, they reported sharing the knowledge with friends and family members and that additional persons had purchased refrigerator

thermometers and begun monitoring temperatures as a result of the project. Participants also reported changing behaviors and improving practices in storing food and maintaining their home refrigerator.

Number of educational programs:	186
Number of people completing programs:	4683
Number of people who plan to adopt a food safety practice:	1982
Number of people who adopt a food safety practice:	1203
Number of people who complete ES food handler certificate program:	73
Number of sites or facilities meeting HACCP standards:	1

Funding Sources

WVU Extension Service
West Virginia Department of Agriculture
West Virginia Bureau for Public Health

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Impact 2000: Active for Life

Issue (Who Cares and Why?)

Enabling older adults to maintain an active lifestyle is a key factor in preserving or improving the quality of their lives. Access to programs is a factor influencing participation in rural Appalachia, which includes all of West Virginia. As such, programs offered through West Virginia University Extension Service have the greatest potential for reaching rural West Virginians.

What Has Been Done?

A program including low-impact exercises for flexibility and mobility is being offered to persons over 55 years of age. In addition to organizing sessions that increased flexibility and mobility, educators structure other health-related sessions. Topics include podiatry, ophthalmology, and dentistry. Most community groups involved in the program meet three times each week for a one-hour exercise session. *Active for Life* support materials include: 1) a professionally produced videotape on specific exercises and how they enhance functional fitness for older adults; 2) an exercise manual with an overview of the normal aging process along with photographs and written directions illustrating approximately 100 different exercises; and 3) a resource guide with suggestions for group leaders and tips on organizing groups.

Impact

Through pre- and post-testing, significant changes have been noted in participants' upper body strength, allowing them to complete daily chores with greater ease. Also participants gained an increase in self-worth through their interaction with others.

Perhaps the greatest outcome has been the increased socialization and interaction of persons with others in similar situations as themselves. For some, the class is their only opportunity of the day to talk and interact socially with other persons.

Funding Sources

WVU Extension Service
Senior Centers
WVU School of Gerontology
Area Agency on Aging

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Impact 2001: Dining With Diabetes

Issue (Who Cares and Why?)

Diabetes is a serious disease with devastating complications if untreated or under-treated. Increased knowledge can contribute to early detection, improved management, fewer complications, increased social support, and less stigma.

Background: Diabetes (diabetes mellitus) is a common, serious, and costly disease in West Virginia. In 1994, 72,533 adults in West Virginia, or 5.3 percent of the adult population, had diagnosed diabetes.

The Centers for Disease Control and Prevention estimated in March 1997 that "the cost of diabetes in West Virginia is staggering. The direct cost (medical care) and indirect cost (lost productivity and premature mortality) of diabetes in West Virginia totaled about \$1 billion in 1992." The human cost of diabetes, expressed in terms of complications such as blindness, kidney failure, amputations, impotence, heart disease, and stroke, is difficult to estimate, but nonetheless is overwhelming.

What Has Been Done?

In less than three years, the diabetes cooking schools project has grown from a three-county pilot to a 50-county ongoing program. In 2000, more than 1,450 persons participated in the cooking schools, with each "school" comprising three two-hour sessions. Six months after the third session, participants gather for a follow-up session, or "Class Reunion," for educators to assess the impact of the program and to obtain feedback for future programming needs.

Background: In 1997, West Virginia University Extension Service contracted with the West Virginia Diabetes Control Program, WV Bureau for Public Health, to produce a series of cooking schools for persons with diabetes and their family members or caretakers. This diabetes education program was developed to help bridge gaps in medical care and access to diabetes education that occur in West Virginia because of economic disadvantage and geographic isolation. Grant funding covered the cost of materials and methods of delivery for a basic diabetes nutrition education program.

A need for better data collection instruments to more accurately measure outcomes of the programs as well as the desire to update teaching materials and recipes led to development of an entirely new curriculum. The new curriculum, called *Dining with Diabetes*, was published in the summer of 1999 and made available almost immediately on the Internet for use beyond West Virginia.

Impact

Evaluation analyses are ongoing. Most recent data (involving 1,535 participants) indicate significant changes in participants' behaviors. They increased their use of herbs and spices in place of salt; their use of olive oil or canola oil; their use of artificial sweeteners in desserts in place of sugar; their management of the amount of carbohydrates they consume; and their use of

Nutrition Facts labels to prepare healthy meals. Participants also indicated an increase in their belief that following a healthy meal plan helps control diabetes and an increase in their perception about the ease with which they can prepare meals for someone with diabetes.

Funding Sources (Selected from list provided)

Federal, state and county governmental agencies; private associations; local businesses.

Examples:

Federal: Veterans Administration Hospitals

State units include: West Virginia Bureau of Public Health, West Virginia University and Marshall University.

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Impact 2000: Business Retention and Expansion

Issue (Who Cares and Why?)

Most economic growth comes from existing businesses, yet traditional economic development efforts typically focus on recruiting businesses to move into an area from somewhere else. Businesses that are inclined to move typically investigate the local business climate prior to committing to a new site. So communities that do not address the needs and issues of local businesses are hurt in two ways. First, they lose out on the most important source of growth—expansions of existing businesses. Second, efforts to recruit new businesses are likely to be unsuccessful.

Another issue prevalent in West Virginia is the lack of business births. West Virginia's long history of reliance on natural resource extraction by large corporations has left it without a strong tradition of entrepreneurship. By exposing youths to the concept of starting and running an independent business, West Virginia University Extension hopes to encourage more people to adopt an entrepreneurial lifestyle. Even those youths who do not go on to start their own businesses benefit from business development experiences as they begin to understand how the math, speaking, writing, and computer skills they are learning in traditional classroom settings are applied in the workplace.

What Has Been Done?

Monroe County completed a formal Business Retention and Expansion Program. Steps were taken immediately to address the need for better training related to computers for employees of Monroe County businesses.

The Kauffman Foundation Center for Entrepreneurial Leadership program, entitled "Mini-Society," was implemented in Berkeley, Boone, Fayette, Mineral, Ohio, and Wetzel counties. This program exposes youths to elements of the entrepreneurial lifestyle by simulating a "society" in which the youths bid for scarce resources and services by selling their products and services. Students reflect on their experiences as part of the learning process.

Extension faculty members serve on several local economic development authorities as board members.

A pilot program in Roane County is working to improve the ability of independent retailers to survive in today's competitive environment.

Impact

- Twenty businesses adopted recommendations related to the retail development program.
- Other programs and actions resulted in a total of 15 businesses being expanded and 969 jobs being created.

Funding Sources

West Virginia University Extension

Kauffman Foundation for Entrepreneurial Leadership

Various Local Economic Development Authorities

Local businesses

The Kellogg Community Partnerships program

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Impact 2000: Community Leadership for Sustainable Development

Issue (Who Cares and Why?)

Solid waste problems are just one example of the issues facing local leaders. Communities need to constantly scan the future horizon to adapt their strategies to the changing external environment and increased understanding of the local situation. Accordingly, the need for leadership at the local level is becoming more evident. West Virginia University Extension professionals serve as role models and as “train-the-trainers” for local leadership development. This is a critical need at a time when West Virginia is aging and younger people are very mobile, with a tendency to move to larger urban areas

What Has Been Done?

Extension faculty serve on a number of local boards— such as solid waste authority boards. Pleasants County’s new recycling program, for example, grew from an agent’s successful involvement with the solid waste board. Extension faculty also provide technical assistance that is tailored to the individual needs of local government. (Helping local government put into place more effective and efficient systems improves the chances that the community will be strong in the future.) Finally, Extension in 1999 supported the Community Fellows program, an intensive leadership development program designed to help emerging local leaders better identify the resources available to them, both intellectually and otherwise, through various state resources, including WVU.

Impact

Because the nature of the interventions vary so much from place to place, it is difficult to summarize the impacts in a short statement. An example from Pleasants County can provide an example of the outcomes and impacts achieved under this type of program:

In Pleasants County, WVU Extension Agent Steve Bonanno has helped the local solid waste authority solve two problems. First was the problem of excess solid waste in an era of increasing difficulty in finding landfills. Second, was the issue of how to use labor available from a local minimum security correctional facility. The Extension Agent identified an engineering faculty member on WVU’s Morgantown campus who was looking for projects appropriate for engineering seniors. The students developed a plan for a state-of-the-art recycling plant in Pleasants County. The agent was effective in implementing plans for retrofitting an old school adjacent to the prison as a recycling center. As a result, the county now has a cost effective recycling center. The center accepts recyclables from a multi-county region and turns a small profit. Minimum security prisoners receive training and other incentives to participate in this prison work program.

Other impacts include planning emergency services, developing comprehensive plans, and “reusing” existing buildings for community activities.

Funding Sources

Community Collaborative Inc.
Local Boards
Local Governments
State Agencies
West Virginia University

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Appendix :Impact 2000: Community Appearance/Aesthetics

Issue (Who Cares and Why?)

Many West Virginia communities have aging infrastructure. In many cases, older downtowns have significant historic resources that are undervalued by long-time residents. Some of these same downtowns have other qualities that detract from the attractiveness of the area to tourists or potential residents. As a graphic example, one West Virginia private college was recently recruiting a new president. The successful candidate admitted that he “very nearly turned around and left without beginning the interview” when he saw the prevailing conditions in the town. A community’s appearance can have substantial impacts on an area’s ability to inject the local leadership pool with talented new people who bring ideas from other regions.

Similarly, a community’s appearance also can affect its ability to recruit medical staff. The West Virginia University Department of Family Medicine approached WVU Extension for assistance in helping medically under-served communities learn what they can do to help improve their odds of recruiting doctors to the area.

Another issue is West Virginia communities’ lack of substantial and well-thought-out land use plans. Lack of planning can result in increased government costs, reduced property values, and poor safety conditions.

What Has Been Done?

Efforts in this area revolve around three formal programs:

1. **First Impressions:** Based on the Wisconsin/Iowa model, this program uses anonymous volunteers who visit the community to record their impressions in writing and in photographs. Volunteer evaluators visit the community on their own schedule and return completed surveys and pictures to the program coordinator, who assembles a report that she delivers to the community.
2. **Community Design Team (CDT):** Volunteers from a variety of disciplines visit the community for about 48 hours. The team spends the first 24 hours listening to the community and getting an idea of the physical attributes of the community. The second half of the team’s visit is used to develop a report and plans for community improvement. The volunteers are drawn from landscape architecture, architecture, sociology, public administration, history, recreation, economic development, planning, and consumer sciences. Team size varies; but a team generally comprises 20 individuals. Team members stay with local host families during their visit, providing additional opportunities for insights into community issues. The volunteers usually invite two to four students to serve with them as team members. This practice provides a learning experience for the students and diversity in team composition and viewpoints.
3. **Community Planning:** A WVU Extension community planning specialist works intensively with local governments interested in developing long-term comprehensive plans. The specialist typically establishes a scope of work consistent with the community’s needs. A contract offsets the cost of student labor used in developing the plan.

Impact

As with the community leadership efforts, community appearance programs generate highly varied recommendations. Recommendations are tailored to the individual communities. Some examples provide a taste of the types of recommendations communities are following throughout West Virginia:

In Davis, the CDT recommended safer pedestrian crosswalks, which have been erected. The town also is actively seeking funding for a small city park to occupy a vacant lot in the downtown business district. Davis embarked on its first cooperative advertising effort involving several merchants as a result of a CDT suggestion. The CDT report was helpful in recruiting a nationally recognized private school for the town.

In Spencer, in response to a First Impressions report, the town has removed a gravel pile that blocked welcome signs at the town's entrance. The town has also developed a Web site to advertise its features to visitors and increase communication about events for residents. Downtown has been dressed up with welcome signs, street banners, and window displays in empty storefronts.

In 1999, the First Impressions program served 10 communities, while the Community Design Team served five communities. In several cases, the First Impressions program gave the community a taste for external feedback, after which local leaders requested the more detailed Community Design Team visit.

Funding Sources

The WVU Division of Resource Management assumed primary leadership for the Extension-initiated Community Design Team program in January 1999. Extension continues to provide substantial support to the CDT program, and is primary leader on the First Impressions and Community Planning programs. Other collaborators include:

WVU Department of Family Medicine, Department of Community Medicine, Division of Social Work and Public Administration, Department of History, Department of Geography, Women's Studies Program,
W. Va. Division of Forestry, Division of Consumer Sciences
The Pennsylvania State University
State Historic Preservation Office
Planning and Development Councils
USDA Rural Development

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Impact 2000: Volunteer Leadership Development

Issue (Who Cares and Why?)

Adult and youth volunteers must be recruited and trained in leadership roles. Volunteers are the critical delivery links between WVU Extension's educational programs and the adult and youth recipients in West Virginia. Good educational programs can be jeopardized if the delivery agents do not have the time, skills and/or ability to effectively deliver these educational programs. Volunteers organize 4-H community clubs and assist with other youth development programs, lead Community Educational Outreach Service clubs, and direct and support agriculture and community economic development efforts. A few volunteers are "tapped" for continued utilization, resulting in stress, burnout, and eventual program dropout. Without adult leadership to conduct these countywide programs, many citizens have limited chances for involvement in educational activities.

What Has Been Done?

Extension educators in 45 of West Virginia's 55 counties used part or all of the following action plan:

- ? Provide task descriptions for Extension volunteers.
- ? Provide initial volunteer leadership and organizational training for all new volunteers.
- ? Provide the opportunity for continued education to all volunteers to increase leadership capabilities.
- ? Train volunteers to accept elevated responsibilities for middle-management positions and give them the authority to teach, train, and develop other volunteers within specific and specified areas.

Impact

4-H volunteer leaders are accepting more responsibility for planning and delivering county programs. Volunteers are finding that they can empower the program when they get involved with their ideas and opinions. Some counties reported an increase in attendance at 4-H leaders' association meetings when training sessions were included.

The following statistics were reported by 45 counties.

Number of volunteers trained = 5,557

New volunteers included above = 493

Number of educational programs presented = 837

Number of volunteers to attend volunteer management classes = 1,213

Number of volunteers placed in county management positions = 1,073

Number of formal education programs presented to youths by volunteers = 842

Funding Sources

West Virginia University Extension Service
West Virginia Commission for National and Community Service
West Virginia Association of Volunteer Administration
County 4-H Leader Associations
Community Educational Outreach Service clubs

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