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COOPERATIVE EXTENSION PROGRAM
ALCORN STATE
UNIVERSITY

STRATEGIC PLAN

-OF-WORK

1999-2004

MEETING THE CHALLENGE OF THE NEW MILLENNIUM

INTRODUCTION

The Cooperative Extension Program is the driving force, steering small farmers, low income rural and urban family members, community leaders and stakeholders in targeted counties into the new Millennium. This plan outlines goals, objectives, strategies and the outcomes expected to improve both the income and quality of life of individuals, neighborhoods and communities. This strategic plan is designed around the concept of "Helping People Help Themselves" by arming them with knowledge that will enable them to have futuristic outlooks and to take advantage of opportunities available when knowledge and sound decisions are utilized effectively.

The Cooperative Extension Program at Alcorn State University answers the call of customers and stakeholders for more advanced technology and research. As we move to the next millennium the program staff will continue to be proactive in setting priorities and redirecting available resources in order to stay on the cutting edges in the delivery of technology to our customers. The extension program must continue to be innovative, void of rigid standards and it must continue to empower individuals with the ability to follow through on ideas and concepts.

HISTORICAL BACKGROUND

Formula funds were first made available to operate the Cooperative Extension Program in October of 1971. However, outreach activities at Alcorn State University pre-dated the establishment by nearly 50 years. Negro extension programs were developed under the Smith-Lever Act by Alcorn State University and other 1890 institutions as early as 1921. The 1862 institution (Mississippi State University) provided supervision and overall administration of the program. The Smith-Lever Act of 1914 made no provisions for the sharing of federal funds with 1890 institutions.

During the early years of the Cooperative Extension service, extension agents were employed by Mississippi State University. These agents utilized Alcorn State University only as a base of operation. This practice continued until the mid sixties. Agents were housed in the various counties but with separate offices. These agents were considered Negro or colored county agents. Extension specialists were agriculture faculty members paid from state fund. They did not receive Smith-lever funds and, therefore, were not required to carry out extension functions.

The Negro Extension system operated until the heart of the Civil Right Era, when it was terminated with the passage of the 1964 Civil Rights Act. It was not until 1971, after several amendments to the Smith-Level Act of 1914 and the initiation of formula funding, that Alcorn State University began receiving Federal funds for extension work.

The indirect funding period under public law 89-106 lasted from 1972 to 1977, when all federal extension funds earmarked for Alcorn State University were channeled through Mississippi State University. Day-to-day administration of Alcorn State University's program was the responsibility of the Coordinator (Administrator) of Alcorn State University's Extension Service.

The supervision (decisions to employ, terminate or promote personnel; and decisions related to travel, equipment and supplies) remained with the Director of the Cooperative Extension Service at Mississippi State University.

The Direct Funding Period began with the enactment of Public Law 95-113 in 1977. Under its provisions, Alcorn State University gained administrative control of its funds and began receiving extension funds directly from the federal government. Guidelines required Alcorn State University and Mississippi State University to operate a single unified extension program.

In 1971, when Alcorn State University first began operating under Public Law 89-106, the University operated extension programs in five counties. They included: Copiah, Lincoln, Claiborne, Jefferson and Pike. Ten additional counties (Scott, Smith, Simpson, Hinds, Warren, Lawrence, Adams, Wilkinson, Amite, and Walthal) were added in 1972.

The field staff consisted of 62 paraprofessionals who reported directly to the county agent (county leader) for day-to-day supervision, who was employed by Mississippi State University. The campus staff consisted of a coordinator, assistant coordinator and eight specialists (four agriculture specialists and four home economic specialists).

From 1971 to 1972, the Cooperative Extension Program at Alcorn State University was known as the Alcorn State University Branch of the Mississippi Cooperative Extension Service. With the passage of Public Law 95-113 in 1977, the name was changed to Alcorn State University Cooperative Extension Program and the title of CEO was change to Administrator. The Cooperative Extension Program was re-organized in 1986 as a result of the university's budget being cut by 28%. The University President decided to consolidate the positions of Extension Administrator, Research Director and Division Director into one position as a cost cutting measure. The current Extension Administrator became an Associate Extension Administrator with responsibility for all extension activities. In 1991, all extension paraprofessionals were terminated and replaced with a smaller number of professional extension agents working under the day-to-day supervision of three area coordinators. In 1992, the Cooperative Extension Program was further restructured placing agriculture and special programs and Family and Consumer Sciences each under an associate administrator. Since placing agriculture and special projects under the supervision of an associate administrator, the program has been expanded to thirty counties and includes three off-campus demonstration centers. These centers are devoted to promoting demonstrations and the discovery of facts.

MISSION

The mission of the Alcorn Cooperative Extension Program is the dissemination and diffusion of useful and practical information to people who need it, want it, and can profit from it. Dissemination has to do with transmission of information by the most efficient

and effective methods known to modern pedagogy. Diffusion is concerned with the acceptance, use and internalization of information by users.

The compelling goal of the Cooperative Extension Program is to help people, through education, to lead lives that are personally satisfying, economically rewarding and socially wholesome.

VISION

The Alcorn Cooperative Extension Program is the major outreach component of the University. It provides non-formal educational programs in the areas of agriculture, family life and child development, youth-at-risk and farm management and community resource development. Although funding and staffing are usually at a minimum, tremendous accomplishments have been achieved with individuals as well as communities. The futuristic outlook of the Cooperative Extension Program is to become the major facilitator and follow-up mechanism of the continuous learning process. This is done through innovative interpretations of formal education methods and application of research findings, by utilizing non-formal procedures. The programs' effectiveness is maintained through its use of the following:

- **Effective use of current and emerging technologies**
- **A diverse, proficient, and visionary staff**
- **Effective use of facilities and equipment**
- **Development and sustainability of linkages, collaborations and partnerships**
- **Effective marketing and public relations strategies**
- **Continuous planning, evaluation and accountability**

CORE BELIEFS AND VALUES

Equity-The Alcorn State University Cooperative Extension implements educational programs without regards to race, color, national origin, sex, age, religion or handicap.

Clientele Driven-The Cooperative Extension Program utilizes clientele and stakeholders input through advisory committees, public hearings and local government officials to set program priorities, allocate resources and evaluate program outcomes.

Innovative Programming-The Cooperative Extension Program encourages imaginative, original and inventive analysis in the creation and delivery of educational programs.

Education-The Cooperative Extension Program disseminates useful research-based educational programs that respond to the changing needs and aspiration of customers and partners.

Personal and Professional Growth- The Cooperative Extension Program is committed to providing opportunities for both personal and professional achievements through staff development and opportunities to achieve advanced degrees.

Employer of Choice-The Cooperative Extension Program values the dignity and worth of its employees as partners in fulfillment of its mission.

Empowerment-The Cooperative Extension Program is committed to transferring knowledge, technology and skills to customers, enabling them to set their own priorities and to make informed decisions.

Accountability-The Cooperative Extension Program acknowledges and values taxpayers' investments in the extension program and target resources to avoid waste and redundancy.

ORGANIZATIONAL GOALS: Objectives and Action Strategies

Opportunities for Expanded Services

Alcorn State University's Cooperative Extension Program currently provides day-to-day assistance to clientele in thirty (30) counties. A growing request for assistance provided by the Cooperative Extension Program is being heard throughout the state. Requests for assistance are received through telephone calls and listening sessions held by members of the extension staff. Significant requests are made in the areas of farm management, farm credit and cash flow analysis, production of alternative agricultural enterprises, value-added processing, rural development programs, youth programs and family life activities.

Program expansion is limited by current funding. During the next five years, members of the extension staff will pursue external funding sources and increased federal and state support in order to meet the expanding needs of current and potential customers. New technological advances such as video conferencing also offer opportunities for expanded services as well as improved program delivery.

During the next five years, the Cooperative Extension Program will seize the opportunity for external linkage with other federal, state and local agencies; improve intra-institutional linkage between extension, teaching and research; and improve intra-institutional linkages within other schools in the University.

The Cooperative Extension Program must take advantage of opportunities to make upper-level administrators aware of the positive impact it is having on the income and quality of life of the citizens of the state. Programs must also be conducted to influence research priorities, and gain support from state and local government.

It should also build stronger partnerships with non-USDA federal agencies and position itself to receive statewide and national recognition for its contributions to the state of Mississippi.

Goal 1: Achieve program excellence through increased funding for basic staff

Objective 1: To increase funding for basic staff from the state and other sources by focusing on grants, contracts and other private non-federal agencies.

Outputs

- | |
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| <ul style="list-style-type: none">• Strengthen legislative support for extension programs through targeted marketing and public relations efforts.• Create service linkages that transform in-kind contributions from non-federal sources i.e., public schools, private foundations, agencies and organizations, various commodities and special interest groups-into matching dollars for competitive federal grants.• Develop collaborative working relationship with other institutions within the state with resources targeted toward common goals. |
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Objective 2: To enhance the reputation of the Cooperative Extension Program at Alcorn State University by documenting its contributions and its impact on clients.

Outputs

- Ensure that educational programs are comprehensive, relevant to clientele needs and promote the holistic approach to meeting clientele needs
- Use a continuous tracking and assessment system that measures program effectiveness and refines program delivery approaches.
- Publish success stories.
- Systematically recognize programming excellence via an award structure that encourages and supports the development of subject expertise within each major area of programming.

Objective 3: To create an evaluation and accountability system to direct program planning, document program impact, and increase visibility state wide.

Outputs

- Create an ongoing process for defining audiences' needs, tracking program impacts and improving program results.
- Establish a reporting mechanism that is interactive and allows continuous input.
- Prepare monthly, quarterly and annual accomplishment reports to use as a means of continuous improvement.

Goal 2: Develop effective public relations and marketing plan.(Immediate)

Objective 1: To develop a five-year marketing plan to make the general public aware of educational programs being conducted by the Alcorn Cooperative Extension Program.

Outputs

- Establish a program wide marketing committee.

- Provide the committee with the authority to develop an in-depth program plan for marketing the Extension Program.
- Establish an appropriate budget for implementing the marketing plan
- Appoint an implementation team.

Goal III: Develop Collaborative Relationship between teaching, research and extension.(Short Term)

Objective 1: To strengthen the existing linkage between research and extension at all levels within the two units.

Outputs

- Hold bi-annual seminars with presentations made by extension specialists and research scientists.
- Encourage joint work assignments to promote collaboration in developing research projects and extension programs.

Objective 2: To develop and implement networking strategies between extension research and academic programs.

Outputs

- Appoint subject matter design teams to facilitate planning and secure resources for implementation..
- Promote the active participation of extension specialists in academic and research initiatives.

Goal IV: Fully integrate telecommunications systems that link the external centers and targeted counties in order to facilitate program development and implementation.

(Long Term)

Objective 1: To maximize the use of technology.

Outputs

- Form a multi-Disciplinary team to seek funds for state-wide technology networks.
- Use compressed video, teleconferencing satellite linkages, web-based instruction, planning and reporting systems to enhance accountability staff development and program delivery.

Objective 2: To create and maintain appropriate technical management strategies.

Outputs

- Establish and maintain an extension web-site.

- Create an Extension database to measure program impact and communicate program outcomes.
- Use electronic publishing and promote resource sharing and educational delivery.
- Provide staff with the required expertise to manage technical systems.

STAKEHOLDERS INPUT

Advisory Committees

Primarily, program planning and implementation begin at the county level. Leadership for program development at the county level is provided by extension agents. In developing the county plan of work, extension agents utilize advisory committees. These committees meet on a periodic basis for providing feedback into the development of the plan of work and or accessing program impact.

The advisory committee represents various commodities groups and is the major source of input into the plan of work at the county level.

Town Hall Meetings

At the university level four to six town hall meetings will be held annually. The general public from targeted sections of the state will be invited to participate in these meeting for the purpose of providing input into program development. Input from stakeholders are used to set priorities for extension programs.

A list of priorities obtained in FY 99 is included in the next section.

CONCERNS AND ISSUES OF STAKEHOLDERS

The Alcorn Cooperative Extension Program conducted a series of Stakeholders Meetings on May 24, 26, 27 and June 4, 1999. These meetings were held in strategic locations in order to reach a broader audience. Presentations were conducted by Associate Administrator for ACEP, on the history and purpose of extension and subject matter areas by: the Agronomy specialist; Animal Science specialist; Aquaculture Technician; Youth specialist; Interim Assistant Project Director for the Technical Assistance Project and, Community Resource Development specialist. Also present at the Natchez meeting was the Extension Administrator and Director of Small Farm Development Center.

The agricultural, home economic and youth agents notified the general public through local sources to make them aware of these meetings. The total number of participants was 100.

Issues and Concerns Discussed by Participants.

- Establishment of community based Youth Centers in all counties
- Provide more programs for the elderly
- More visibility of Extension Programs
- Establishment of a Processing Facility in Amite County

- Establishment of a Farmers' Market in Jefferson County
- More programs in Forestry
- Reopen the cannery in Amite County
- More innovative programs geared toward youth
- Getting youth involved in agriculture
- Youth and Elderly Mentoring Programs
- More Health Awareness Programs
- Career Development
- Need to have more agents in the counties
- Problems with administering herbicides and insecticides
- Need assistance with vegetables spraying
- Need additional information on fungicide
- Need to develop programs geared toward parents/children relationships
- Lack of faith based organization support in community unity
- Adult literacy programs
- Need to address the feeling of hopelessness of our young male
- Tech prep outlets for computer training.
- The Christian Job Core is willing to work together with the Cooperative Extension Program in addressing the concerns of their community.
- Are prices for agronomy crops fixed or flexible?
- Are there programs designed to address production and value-added concepts such as packaging and delivery methods?
- Is there a high demand for sweet corn?
- Are there alternative markets for sweet corn?
- What do we have to do to get an After School program in this area? (Tchula)
- Does your work involve developing and assisting in implementing community actions plans and groups?
- Is there a possibility of having a vegetable processing facility in this area? (Tchula)
- If we have the human resources and the land how can we best utilize them?
- Can the Triad Program of Natchez collaborate efforts in addressing elderly Needs?
- What kind of assistance do you provide in forestry?
- Why did the Farmers Market go to Adams County instead of Jefferson County?

MULTI-COUNTY PROGRAMS

Multi-County collaboration and cooperation occurs with both 1890 and 1862 county extension personnel. Planning occurs in area staff conferences, call by area coordinators (district coordinators). These conferences includes staff and they are held on a quarterly basis. The purpose of these conferences is the discuss common issues and to plan multi-county activities. Multi-county planning also occurs in town meetings that are held annually to determine the felt needs of our customers.

Multi-county activities conducted by the Cooperative Extension Program includes: Field Days, Farmers Markets, Seminars, Workshops, goat shows youth camps, parenting conferences, civil right compliance reviews and etc.

Extension and Research Integrated Programs

A collaborative relationship between research and extension exist but their is a need to strengthen the existing linkage between then at all levels is needed. Efforts are being made toward holding bi-annual seminars with presentations made by extension specialists and research scientists to encourage and promote joint work assignments in developing projects and programs.

Although the Cooperative Extension Program enjoys collaboration with various program units within the system, during the next five years, a more comprehensive approach to communicating information, sharing and teamwork will be developed. In order to implement the holistic approach to meeting our customers needs, teams will be developed that consist of extension, research and teaching components. Inter-disciplinary and integrated teams will be established based upon unique clientele needs. Efforts will be made to implement joint partnerships of Extension programs in Agriculture and Family, Youth and Community Development to meet the needs of our customers. Listed below are just a few project being conduct with intergrated efforts from both extension and research.

- Lower Delta Nutrition Intervention Project
- Goat Production Herd Health
- Mississippi Tobacco Research Project

PROGRAMMATIC GOALS

GOAL 1 Enhance the global participation, competitiveness and profitability of agricultural producers, especially small farms and families, non-traditional producers, and those who lack adequate economic and social resources.

Unit Goal 1.1: To conduct an educational program on the production of fruit and vegetables designed to increase overall fruit and vegetables acreage, yields and quality.

Objective 1: To increase the acreage of fruits and vegetables produced in targeted counties by 100%.**(Immediate)**

Situation: The demand for fresh vegetables and fruits increased over the last several years. Commercial vegetables and fruits have become a viable alternative enterprise. Small farmers do not follow organized planting schedules and as a result there are periods of shortage and excess. The greatest demand for fresh vegetables is during the fall and early spring. During this period, production is low because of a lack of irrigation and producers are not as knowledgeable of cool season vegetables.

Outputs

- Organize and coordinate grower associations or cooperatives to enhance and strengthen the vegetable industry.
- Encourage and assist small farmers with enhanced production skills.
- Encourage youths participation in production of agriculture.

Outcomes

- Increased acreage of commercial fruit and vegetables for targeted counties.
- Improved production of fruits and vegetable crops.
- Increased number of younger farmers.

Objective 2: To conduct educational programs that will lead to improved production practices and yields of fruits and vegetable crops.

Situation: Most of the rural residents have always grown vegetables in their home gardens. There is a difference in growing vegetables commercially as opposed to home garden productions.

Outputs

- Conduct demonstrations of innovative practices on selected farms in various counties.
- Host field days and tours as part of the informal education process.
- Have agents and specialists make farm visits as well as conduct group meetings, workshops and seminars on production practices.

Outcomes

- Increase per acre yields.
- Reduce production costs.
- Increase net returns.

Objective 3: To establish a computerized production and marketing system for small farmers and small farm cooperatives.

Situation: Marketing has been identified as one of the limiting factors for small farmers. The issue sometimes is the need for larger quantities.

Outputs

- Work with cooperatives and grower associations to coordinate planting and harvesting of vegetables.
- Agents will keep a record of vegetables production in county.
- After planting acreage and crops will be reported with projected harvest date. This information will be in a computer program that will be used to assist in marketing.

Outcomes

- Organized and managed information on vegetable production and availability.
- Small farmers working more in groups and cooperatives.
- Improved market outlets.
- Increased participation in small farm cooperative.

Objective 4: To increase the acreage of fruits and vegetable produced in targeted counties by 100%.

Situation: Small farmers and ranchers have traditionally been shut out of the mainstream agricultural system as it relates to traditional crops. Small farmers and ranchers need to be considered as viable forces in shaping community level economic development. While small farms have difficulty competing with large farms that supply most of the national and international food markets, they can compete at supplying local and regional food markets. In order for small farmers to survive in the fast changing farming industry, strategies are needed to identify and produce high value fruits and vegetables crops that will reward a small farmer and a rancher for labor and management skills.

Outputs

- Assist in obtaining necessary operating capital for alternative enterprises for farm operation from both government and conventional sources.
- Develop markets for alternative enterprises produced by small farmers based upon market demands.
- Conduct educational programs for the production, management, marketing and value-added processing of fruits and vegetables.
- Train local labor on how to harvest, grade and package fruits and vegetables.
- Establish demonstration sites in targeted counties.
- Complete financial analysis of program participants farm operations and developing business plans tailored to individual operations.
- Provide comprehensive training and technical assistance with emphasis on sustainable agricultural practices and alternative crops production.
- Develop cooperatives to assist farmers in marketing their produce in order to receive fair prices for their commodities.

Outcomes

- Income for targeted audiences will increase by 40% through training, educational programs and demonstrations sites.
- Approximately \$2,000,000 per year will be generated from alternative enterprises.
- Delinquent borrowers with FSA will become current and graduate to other conventional lenders.

Unit Goal 1.2: Conduct appropriate educational programs on the production of Alternative Agronomy crops that will lead to increased overall acreage, yields and quality of syrup crops, sweet corn and peanuts.(Immediate)

Objective 1: To conduct demonstrations and other educational activities that will result in increased acreage in targeted counties by 100%.

Situation: The Alcorn State University Extension agronomy program began in 1976. Syrup crops, sweet sorghum and sugarcane were among the original targeted crops for improving small farm income. In 1977 the sweet sorghum acreage increased to 45 acres and sugarcane acreage increased to 10 acres. In 1980 the acreage increased to 67 acres of sweet sorghum and 65 acres of sugarcane. This acreage in 1980 represented 395 farmers in 13 counties of southwest Mississippi. In 1989 the sweet sorghum acreage was 10 acres and the sugarcane acres was 89.

Even though the gross returns for sweet sorghum and sugarcane are in excess of \$1500 to \$2500 respectively, and even though the Alcorn Cooperative Extension Program has conducted hundreds of total practice production and processing demonstrations, the syrup industry has not blossomed to its full potential. The syrup industry has not moved forward because there are many crippling problems with every phase that has constantly plague the small syrup industry.

Outputs

- Conduct inservice training on alternative crop production practices that will encourage increased acreage,
- Conduct on-farm demonstrations emphasizing easier production practices that encourage increased acreage.
- Conduct field days at University Farms and on clientele farms that support objectives.
- Distribute educational literature that supports the program objectives.

Outcomes

- Trained professionals extension staff.
- Increased return to farmers.
- Improved quality of life.

Objective 2: To conduct educational programs that will lead to farmers improving production practices and yield of agronomic crops.

Situation: Small farmers historically have used little or no chemical weed control. The sustainable agriculture approach has been and continues to emphasize the reduced use of chemical weed control. Our clientele have traditionally employed mechanical weed control. Thus, the emphasis on sustainable approach to reduced pesticides has been easily accepted. Generally, the small farmers' problem has been the lack of chemical weed control.

Thus our program has encouraged minimal usage of chemicals to stay competitive. The failure to use improved varieties of sweet sorghum, sugarcane and sweet corn have hampered increased yields.

Outputs

- Conduct five (5) crop production demonstrations at Alcorn Cooperative Extension Center, Incubator Farm, Model Farm and on clientele farms.
- Conduct crop production meetings at the county level on improving yields of agronomic alternative crops throughout the program area.
- Conduct inservice training for agricultural agents on alternative crop production of agronomic crops that will increase yield and quality.

Outcomes

- Increased in per acre yield of agronomy crops.
- Improved quality of crops produced.
- Increased profits.

Objective 3: To establish a production budget and computerized marketing access for small farmers and small farm cooperatives marketing alternative agronomy crops.

Situation: Small farmers do not have budgets for agronomy crops through traditional channels, and any budgets available for agronomy crops are obsolete. These budgets will need to be developed, updated and made easily available to potential growers.

Outputs

- Develop realistic updated budgets for agronomic crops.
- Conduct educational meetings with small farmers on crop production budgets.
- Disseminate alternative crop production budgets.

Outcomes

- Crop budgets made available to producers.
- Distribute copies of crop production budgets to clientele.
- Improved decisions made on crop production.

Objective 4: To target youth in agronomic crop production and marketing.

Situation: Very few youth are involved in crop production. It is accepted that youth involved in physical and mental activities outside the school environment are less likely to become delinquent and should also reduce teen pregnancy.

Outputs

- Conduct training on crop production for youth through local high schools.
- Develop partnerships with high school principals and vocational education teachers in order to present youth information on alternative crop production.

Outcomes

- 600 youth will be contacted through training and demonstrations in agronomic crops.
- High school students in targeted counties will become knowledgeable of agronomy crop production.
- Increased numbers of young farmers.

UNIT GOAL 1.3: Improve the quality of acreage of forage crops produced by small farmers.(Short Term)

Objective 1: To conduct educational programs for small farmers on the establishment, production, management and harvesting practices forage crops.

Situation: Small farmers make up a large percentage of livestock producers in the state. However, forage produced for these livestock is very poor in quality and low in quantity. Most small farmers depend on native pasture species and have not applied proper soil amendments for forage production.

At best, these native species are low in quality and yield. Poor or no fertility on forages may be the most limiting factor in meat production. As a result, all livestock suffers in weight gains.

Outputs

- Conduct inservice training on forage production of livestock practices, that will encourage increased acreage and yield.
- Conduct on-farm demonstrations emphasizing improved production and harvesting practices that encourage increased acreage, yield and quality.
- Conduct field days at University farms and on clientele farms that support objective.
- Distribute educational literature that supports the program objective.

Outcomes

- All extension agents will be proficient in 4-H crop production and management.

- Hybrid Bermuda grass will be established in all targeted counties.
- The quality of livestock will be improved and production cost reduced.

UNIT GOAL 1.4: Conduct educational programs for small landowners designed to make them aware of the economic opportunities available in forestry.(Immediate)

Objective 1: To conduct educational programs for small landowners in forest resource management.

Situation: Small limited resource foresters landowner are not aware of the value of growing timber for profit. Small forest landowners do not realize where to go to obtain information about tree farming. Past forest practices by ancestors were not lucrative. Therefore, the following actions will be implemented.

Outputs

- Organize and conduct educational programs in forestry for the small land owners.
- Create and coordinate small scale mentoring forestry programs that connect the small forest landowner to the various programs offered through Alcorn Cooperative Extension Service, Mississippi Forestry Commission and USDA.
- Create county forestry committees that will serve in the capacity of helping to reach the small forest landowner in the area of forest economics.

Outcomes

- Marketing brochures for distribution will be developed.
- The small forest landowners will gain valuable marketing information to utilize when selling their timber.
- The small forest landowner will know where to go to ask for services provided by various state and federal agencies.
- The small forest landowner will become knowledgeable about growing timber for profit.

UNIT GOAL 1.5: Conduct educational programs for existing farmers on the advantage of applying improved management practices.(Immediate)

Objective 1: To provide educational programs for small forest landowner on silvicultural practices that are used in forest management.

Situation: Small forest landowners are not aware of the requirements to become a productive tree farmer. Landowners must have a forest management plan prepared by a professional forester. This plan specifies objectives, conditions, stand types, soil types, silvicultural practices, costs of each practice and cost share rates for the landowner property. To create better awareness of productive tree farming the following actions will be implemented.

Outputs

- Develop management plans with small forest landowners.
- Create small forest landowner mentoring committees to educate them on the purpose of applying effective and improved management practices.
- Provide field demonstrations to show what is effective and not effective forestry management practices.

Outcomes

- Forest management brochures printed for distribution , specifically designed for small forest landowners, will be developed.
- The small forest landowner will have a better knowledge of forestry concepts.
- The small forest landowner will understand the forest practices.
- The landowner will understand the practices that are necessary to establish a healthy stand of trees.

Unit Goal 1.6: Conduct an aggressive educational program designed to increase production and quality of all livestock being produced by small farmers.(Long Term)

Objective 1: To conduct educational programs that will result in small farmers increasing competitiveness by providing quality hogs to meet market demand.

Situation: The production of swine remains a major alternative agricultural enterprise for small farmers in the state. While small farmers in Mississippi produce a small percentage of the pork consumed commercially in the state, the number of producers varies based on market trends and projections. Stability can be maintained if farmers can improve the quality of their hogs. In order to achieve a quality product, small farmers must adapt to change and begin applying effective production practices. The quality of slaughter hogs can be improved by educating small farmers on the advantages of producing quality breeding stock, scheduling of breeding seasons and farrowing, and by following recommended herd health and nutrition programs.

The lack of knowledge of the marketing process, market quality and quantity and the inability to meet standard market requirements have caused many small producers to turn from swine production.

Outputs

- Conduct educational programs on selection and breeding practices.
- Conduct educational programs on the advantage of specializing small farm operations.
- Develop and disseminate publications about the changing requirements in swine production.
- Conduct a promotional program designed to get small farmers to produce and deliver for processing 50,000 lbs. of pork per day by 2003.

Outcomes

- The quality of swine will be improved.

- Viable markets will be established.
- Profitability will be increased.

Objective 2: To implement educational programs that will improve the overall health of goats being produced in the state.

Situation: The meat goat industry is rapidly becoming a major livestock enterprise for small farmers in Mississippi. Quality breeding stock is a major requirement as well as sound management practices, in order for small producers to meet market demands and increase profits. A breeding schedule has never existed and is needed by farmers to address marketing standards.

Proper nutrition is not practiced because goats have historically been known as browsers. Small farmers who own goats purchase them because of their survival skills. A large portion of goats survive on brush without necessary supplements to yield a quality carcass. Major change in herd health programs must be put in place to achieve healthier animals. Meat goats can be a profitable business if proper management techniques are practiced.

Outputs

- Develop and disseminate throughout the state appropriate educational publications, brochures and leaflets on the production of goats.
- Conduct aggressive educational programs designed to improve the quality of goats being produced in the state.
- Expand the number of goat producers in the state by 50%.
- Conduct educational programs to small farmers to improve breeding practices in Mississippi.
- Develop a manual on goat production.

Outcomes

- Disease and pest problems will be reduced
- The number of producers will be increased
- Profitability will be sustained

Objective 3: To conduct educational programs that will lead to improve quality of beef cattle being produced by small farmers in targeted counties.

Situation: Small beef producers in targeted counties do not practice proper culling and selection of breeding stock. Most calves are generally below average weight at weaning. Most producers have not developed a specific calving season which means that they are calving year round.

Proper management, record keeping, and nutritional programs have not been maintained for small beef cattle operations. Small producers usually provide inadequate nutritional programs to their herds especially during winter months. Winter grazing fields and high quality hay for winter feeding have been at a minimum.

Outputs

- Conduct educational programs designed to equip small farmers with the knowledge and understanding of the importance of quality breeding stock.
- Encourage farmers to develop a quality herd health program.
- Teach small farmers how to improve beef cattle management, records and nutritional programs.
- Conduct demonstrations and educational tours designed to make beef cattle producers aware of the value of establishing and maintaining good pastures.

Outcomes

- Breeding stock will be improved.
- Losses due to diseases will be reduced.
- The quality of beef due to improved management and nutritional program will be improved.

UNIT GOAL 1.7: Conduct educational programs on aquaculture production that will inform rural families of the opportunities available to increase income and improve their quality of life.(Long Term)

Objective 1: To increase the number of aquaculture operations owned by small farmers.

Situation: There are many dislocated farmers in Mississippi who have problems with cash flow. These farmers have small tracks of land ranging from one to 40 acres on an average. Most of these farmers are middle aged or elderly and derive most of their income from off farm employment or receive some form of social security benefits. Today's trend of younger members of the family immigrating to urban areas or entering college leaves small farms sparse in human resources.

With this in mind, the Alcorn Cooperative Extension Program has designed an aquaculture program as an alternate agriculture enterprise. Some farmers already have existing ponds on their property. The aquaculture program is being developed to provide clientele with skills necessary for catfish production.

These ponds will be made productive by producing catfish for fee fishing, home consumption and farmers who wish to expand into a larger operation. This program will aid farmers in creating an avenue for added income, as well as a healthy source of food.

Outputs

- Create and coordinate a small scale aquaculture cooperative that will connect beginning and existing farmers with successful operations by establishing long term relationships.
- Develop a model aquaculture operation for small farmers to serve as a demonstration and research site to illustrate small farm technologies, production practices, diversification and management techniques.
- Develop an advisory council composed of local, state and federal representatives, commodity groups, and small scale aquaculture producers,

to create a dialogue on resources and opportunities available in aquaculture production.

- Create a youth program designed to train youth on the various skills needed in aquaculture production.

Outcomes

- Small farmers in rural families will be aware of the opportunity to improve diet, income and quality of life through aquaculture.

Objective 2: Conduct an educational program designed to improve the quality of small farm aquaculture ponds being utilized for recreational and fee fishing.

Situation: Although many small farmers have existing ponds or adequate sites for ponds, they lack the knowledge and expertise required to effectively manage them in order to generate income. To survive and be competitive, small scale operations must become efficient in production and management practices and must be informed about emerging technologies and trends. Small farm owners are decreasing steadily. Many are owned by families who lack adequate financing or human resources to maintain viability of the farm itself. Alternative agricultural enterprises would greatly improve their chances of survival and maintain ownership of their land. To help small farm families enhance current operations and build the support structure needed for new endeavors into alternative enterprises, the following strategies are proposed.

Outputs

- Conduct an aggressive educational program for small farmers on the opportunities available in aquaculture production.
- Conduct educational programs for farmer on aquaculture production in the area of pond production, quality fingerling, proper diets, health management and marketing.
- Provide farmers with effective business management and decision making skills, to track and control financing and physical resources.

Outcomes

- Improved recreation, fee fishing and quality of life for neighborhoods and communities.

UNIT GOAL 1.8: Conduct educational programs for small farmers designed to improve farm business management skills, enterprise management and cash flow.

(Long Term)

Objective 1: To assist small farmers and cooperatives in acquiring loans.

Situation: Many small farms and ranches in Mississippi are owned by families who lack adequate economic or social resources to maintain viable operations. Access to capital is a critical component in establishing the next generation of farmers. Credit is

one critical source for obtaining capital, but about half of all young, low-equity farmer fail conventional underwriting standards and have difficulty obtaining commercial credit.

Major factors include lack of farm management skills, prejudicial practices in loan approval and servicing, and changing farm technology. To improve small farmers and ranchers ability to acquire credit, the following strategies are proposed.

Outputs

- Conduct on-going educational and training programs for small farmers and ranchers to help upgrade their farm management skills, enterprise diversification and value-added processing.
- Provide credit counseling to small farmers and ranchers through workshops, seminars, group meetings and client visits.
- Assist potential and existing borrowers with the completion of loan applications and financial analysis and credit management so that they can meet credit criteria which will enable them to obtain loans from government and commercial lenders.
- Work closely with state, federal and private financial institutions in providing loans to small farmers and ranchers.

Outcomes

- One hundred new beginner farmers will obtain loans to finance their farm operations.
- Fifty youths will obtain loans to help establish a new generation of farmers.
- Three hundred FSA borrowers will obtain loans to successfully carry out their existing farm operations as well as new farm enterprises.

Objective 2: To conduct a comprehensive farm management training program to reach four hundred and fifty small farmers.

Situation: A majority of small farmers in Mississippi depend upon the technical assistance provided to them by institutions of higher learning, non-profit groups and government agencies. Small farmers and ranchers in Mississippi, as well as nation wide, are experiencing financial difficulties obtaining financial assistance which has led to bankruptcy, foreclosures and stressful emotional conditions.

According to the most recent census for the state of Mississippi, the number of farms has declined from 125,000 in 1962 to approximately 43,000 in 1997. The rate of farm disappearance for limited resource farmers has been as high as three times that of non limited resource farmers.

The major factors leading to the decline of small farms are poor management skills, a lack of capital and lack of accessibility to markets. Unless a major change occurs within the country, small farms will dramatically disappear by the twenty-first century. The following action will be taken to turn the tide on such farm losses, help families enhance operations, and build the support structure for new small-scale enterprises:

Outputs

- Create local, regional, and national advisory groups which consist of community and organizational leaders, state and federal agency representatives, and commodity groups, who educate and assist current producers as well as potential producers in small scale agriculture opportunities.
- Organize and conduct youth educational programs that increase their awareness of career opportunities and provide skill training related to small farm production and management.
- A concerted effort will be made to inform small farmers and ranchers about the programs being administered by USDA and other agencies.
- An aggressive publicity program will be developed and conducted at state and county levels encouraging family farmers to participate in the programs available.
- Collaborate partnership with community-based organizations, governmental officials, state, federal and local will assist in further outreach education for the farmers.
- Work closely with representatives of underserved customers to identify locations with concentrations of socially disadvantaged customers and ensure that their needs are met.

Outcomes

- **Improved management of small farm operations.**

UNIT GOAL 1.9: To work closely with small farmers, community leaders and the producer industry in establishing infrastructure for value-added processing and marketing alternative and traditional agriculture enterprises.((Immediate -Long Term)

Objective 1: To establish infrastructure required for a viable production and marketing program for alternative agronomic crops.

Situation: Very little infrastructure exist for post harvest, handling and processing of alternative enterprises. Farm syrup processing has increased. There are only two green peanut processors for the whole fresh market industry. No processing facilities exist for sweet corn. The establishment for processing facilities for sweet corn will increase production and net return to small farmers.

Outputs

- Conduct tours and demonstrations on value-added processing of green peanuts and sweet corn.
- Locate and demonstrate equipment for value added processing of green peanuts and sweet corn.
- Acquire funds for purchase and inclusion of value-added processing equipment for green peanuts and sweet corn in existing vegetable processing facilities.

- Request funds for construction of proto-type harvesting and processing equipment for alternative agronomic crops that are affordable for small farmers.
- Construction of portable harvesting and processing equipment that will be suitable and economical for small farmers to share or purchase.

Outcomes

- Acreage of sweet corn and green peanuts will increase.
- Positive cash flow will increase.
- Improved quality of sweet corn and green peanuts will be made available to the consumer.

Objective 2: To stimulate among small farmers an interest in processing syrup crops.

Situation: The only farm products in agronomy that presently are value added by producers is home made syrup and boiled peanuts. This is done on a very limited scale by a few peanut producers and syrup processors. The volume of syrup processed is usually 100 gallons or less per processor and boiled peanuts amount to only a few hundred pounds by a small number of producers.

Outputs

- Conduct inservice training for agricultural agents on syrup production and processing.
- Conduct tours and field days at existing syrup processing facilities in and out of state.
- Conduct processing demonstrations that emphasize the improvement of facilities in syrup processing.
- Develop videos of syrup processing facilities in Mississippi and surrounding states for educational purposes.
- Set up an electronic discussion groups for syrup producers.

Outcomes

- All extension professionals and farm management specialists in value-added processing on the farm will be trained.
- The number of syrup processors will increase by 100%.
- Syrup processing standards will be established.
- Marketing opportunities for syrup will be increased.

Objective 3: To establish viable markets and facilities for value-added processing of specific livestock to enable small farmers to be more competitive.

Situation: The number of small farmers in animal production are declining rapidly due to the lack of marketing outlets. Decline in the price of pork has made it difficult for small producers to compete with larger operations. Beef cattle market prices are low, which hinders small producers ability to increase volume. Although meat goats are in

high demand, there is a limited number of farmers producing quality stock. Another factor that contributes to this decline is the speed at which small farmers accept modern production practices. The number of small farm livestock producers can be increased by conducting a pro-active educational program.

Outputs

- Create an advisory committee which consists of local and community leaders, representatives of state and federal agencies, commodity groups to educate new and existing farmers on the opportunities available in swine production.
- Educate small farmers on the importance of forming cooperatives in order to compete in the swine industry.
- Organize cooperatives and teach small farmers the advantages of pooling resources and specializing their operations.
- Organize and conduct one youth program per county on the career opportunities available and provide skills training in livestock production and management.
- Collaborate with the Golden Pig Cooperative on expanding its membership.
- Establish a satellite receiving stations that will serve as a staging area for goats being transported to the Southern States Meat Goat Cooperative.

Objective 4: To develop strategies for marketing aquaculture enterprises.

Situation: The end result of any endeavor is profit. Profitability is determined after operation costs, market prices and market strategies have been effectively applied. For small aquaculture farmers to be successful, they must manage resources, limit inputs, be aware of market trends and have effective marketing plans. To help small producers achieve the following strategies will be implemented.

Outputs

- Assist small scale aquaculture producers in developing and implementing reasonable marketing plans tailored to their needs..
- Assist producers in establishing marketing networks between other producers, retailers, commodity groups, in state, out-of-state and federal food programs to increase trade opportunity at local, state, national and international levels.

Outcomes

- Increase livestock production
- Increase returns
- Increased local employment opportunities
- Increased sale of aquaculture enterprises
- Reduced marketing cost
- Increased net return

Objective 5: To investigate the possibility of establishing the infrastructure required for a viable forest products and marketing program.

Situation: Mississippi, especially the southwest, has an abundance of timber resources and lumber yards. Most lumber yards produce rough cut material and ship to other facilities for further processing.

In this process, there are several by-products or waste materials that are not utilized. Our task is to find a way to fully utilize and add value to the by-products and increase the value of the material being shipped.

Outputs

- Identify specific lumber yards and their by-products.
- Quantify the waste of by-products being produced
- Identify potential value-added products.
- Identify potential markets for products.
- Identify potential location for value added processing facility.
- Identify possible partnerships or other opportunities to develop value-added products.

Outcomes

- The income and economic potential of individuals and the community will be increased.

Objective 6: To establish infrastructure required for a viable livestock production and marketing program, and to establish a processing and packing facility by 2003.

Situation: In Mississippi, livestock producers have seen a dramatic drop in prices over the last three years. Marketing and value-added processing has been major concerns of people interested in livestock production.

Market access is critical for producers who want to direct market their goods to consumers. Conflicting regulations can present barriers to small farmers in gaining access to these markets.

If a farmer wants to direct market beef to consumers, processing of the animal can be done in state or federally inspected processing plant. The state inspection plant is the most likely choice for farmers selling locally since they are generally smaller and are available locally. To promote economic development, we need more specialized livestock markets and processing facilities. The farmers must be trained to produce quality livestock volume to justify constructing a local processing plant.

Outputs

- Provide assistance to farmers in the establishment and improvement of small farmers cooperatives.
- Conduct educational programs to help enhance small farmers management skills in producing good quality animals.
- Establish demonstration farms in targeted counties.

- Continue to develop markets for livestock production by small farmers based upon market demand.

Outcomes

- Increased number of cattle producers
- Increased cow/calf herd size by 50%
- Increased meat goat production operations
- Increased swine production operations

Objective 7: To establish infrastructure required for a viable commercial vegetable processing and marketing program.

Situation: Small farmers are generally afraid to invest in large acreage because of a lack of confidence in marketing programs. The establishment of fresh vegetables processing facilities will include market opportunities and increase net returns.

Outputs

- Work with fruit and vegetable growers associations in establishing infrastructure for post harvest handling of fruit and vegetables.
- Work with local community leaders and government agencies to establish infrastructure for value-added processing.

Outcomes

- Increased total income to farmers
- Increased employment opportunities
- Improved quality of life for families and communities

GOAL 2: Improve decision making by consumers and policy makers to ensure a sustainable, safe, affordable, and nutritious food supply through enhanced research, education and extension activities.

Unit Goal 2.1: Provide educational support through the development of research based educational materials and hands-on training to consumers to improve decision making in procuring and consuming safe and affordable food.(Immediate)

Objective 1: Conduct food safety education programs for families and youth that will encourage reduction of food-borne pathogens throughout the food chain.

Situation: In recent years consumers in the state of Mississippi has experienced and increase in the outbreak of food borne diseases. Although educational materials exist on this subject, many families do not take the necessary precautions to prevent food poisoning on food consumed by humans. Outbreaks of food-borne disease caused by improperly stored or cooked food continue to be a major problem. There is a dire need for hand-on educational programming to address this problem.

Outputs

- Develop programs that address safe handling and preservation of foods.
- Identify and coordinate food recovery and opportunities to address physical, social and economic access to adequate food.
- Create a system for sharing information among target audience to address hunger issues.
- Enhance customer knowledge of what constitutes a well balanced diet.
- Involve targeted audience in educational workshops and seminars on food-borne illness.

Outcomes

- Families will have access to educational materials that focus on major food safety problems in the state.
- Families and individuals will be able to buy and prepare safe foods for human consumption.
- A more healthy population will be created as a result of family being able to provide well balanced meals for their families.
- External funds will be used to provide additional resources to families on nutritious and safe foods for the families.

GOAL 4: Enhance the environmental protection efforts of small limited resource landowners, communities and families through educational programs that emphasize and encourage the adoption of sustainable consumer and production practices.

UNIT GOAL 4.1: Conduct educational programs on the relationship that exist between the environment and agriculture to help reduce soil lost, improve water quality, promote sustainability, and protect the environment.(Long Term)

Objective 1: To make agricultural agents and small farmers aware of the importance of sustainable agriculture and to conduct educational programs designed to increase small farmers appreciation of reduced pesticide use and use of low cost erosion control practices, such as no-till production and grass strips and terraces.

Situation: Small farmers in Mississippi have traditionally been concerned about conserving and sustaining their farm land. However, they have not been kept up-to-date on modern sustainable agriculture practices. Clientele have not participated in conservation programs provided by the Farm Service Agency at the same level as larger farmers. Thus, Alcorn Cooperative Extension Program will provide the leadership and participate with other agencies in taking sustainable agricultural practices and education to these communities.

Outputs

- Conduct train the trainer workshops for agricultural agents.

- Conduct sustainable agriculture tours for small farmers and extension professionals.
- Conduct sustainable agriculture demonstrations at research stations and on small farms.
- Conduct 5 sustainable agriculture practice demonstrations. (grass terraces, grass strips, no-till crop production, transplanting with reduced herbicide usage.)
- Hold 10 sustainable agriculture field days.
- Hold 1 area sustainable agriculture field day.
- Conduct 1 inservice training for extension professionals.

Outcomes

- Increased application of sustainable agricultural practices
- Increased appreciation for sustainable agriculture practices
- Decrease use of pesticides
- Reduce soil erosion, improved water quality and environments

Objective 2: To conduct educational programs on the proper disposal of animal waste.

Situation: Animal waste management is becoming a major concern in the state. Environmental pollution from food producing animals is a serious concern among federal, regional, state and local consumer's groups.

Nitrogen and phosphorous are the primary environmental pollutants excreted in animal waste. Contamination of groundwater especially in rural areas where more than 95 percent of the population water is obtained is a serious problem. Small farmers are not consciously aware nor are the information needed available to address this issue. Not only is animal waste a growing concern, recent legislation in Mississippi placed regulation on swine operations. Feeding animals to minimize excretion of nutrients that are considered environmental pollutants that endanger the natural resources of agriculture production is an area in which small farmers need to be educated.

Outputs

- Conduct educational programs on strategies and options to improve nutritious management techniques for animal feeding.
- Provide small farmers information on current policies, programs, technology and monitoring systems that address environmental issues associated with livestock.

Outcomes

- Nutritious management techniques for animal feeding will improve.
- Awareness of environmental issues associated with livestock will increase.

Objective 3: To conduct educational programs on the importance of maintaining water quality in aquaculture production to prevent product loss.

Situation: Small farmers need accurate information on water composition to maintain their fish operations. Water quality is the most important aspect of fish production. There is also a need for proper soil testing and sewage management. To educate farmers about these environmental issues the following strategies is proposed.

Outputs

- Provide small landowners information and resources on water quality.
- Assist small farmers in developing and implementing land use management practices that include wildlife and water quality to help protect the environment.

Outcomes

- Improved water quality
- Improved soil testing
- Improved sewage management

Objective 4: To conduct educational programs for small forest landowners in environmental conservation.

Situation: The small forest landowner may not be aware of their responsibilities in relation to forestry management as it relates to the environment. Actions must be taken for increased awareness.

Outputs

- Assist landowners in forestry management as it relates to the environment.
- Make available to small forest landowners best management practices handbook information.
- Define the different silvicultural practices that may be used to enhance the environment in training sessions with small forest landowners.

Outcomes

- Environmental Conservation brochures will be distributed to small forest landowners.
- Small landowners will know how to choose forest management techniques for different forest types.
- The small landowner will become aware of how the forest management techniques affect the environment.

Objective 5: To establish an Environmental Conservation Club for youth ages 6 to 12 .

Outputs

- Organize an Environmental Conservation Club for youth ages 6 to 12.

Outcomes

- A summer Environmental Camp consisting of students from various elementary schools in targeted counties will be held.
- Students will learn about the environment in relation to forestry.

~~GOAL 5: Empower youth, families and communities to enhance their economic and social well-being.~~

Unit Goal 5.1: To support the development of youth and families by providing the necessary tools that will help them take charge of their lives by promoting basic values, abstinence and parent-teen communication.(Long Term)

Objective 1: To decrease the number of teen pregnancies by providing educational information on the disadvantages of becoming sexually active or a teenage parent.

Situation: Youth are at a risk throughout the United States. Low literacy rates, unemployment, a general lack of educational and economic opportunities, drug and alcohol abuse, teen pregnancy, continuous cycle of poverty, low self esteem, and hopelessness are plaguing the youth of the nation and the youth in the state of Mississippi.

Although there has been a slight decline in the number of teens giving birth in this state, Mississippi still has the highest percentages of births to teens in the United States. In 1997, Mississippi teenagers gave birth to 8,575 babies.

The public cost of teenage child rearing in Mississippi reached nearly \$90.2 millions in 1997, including \$24.7 million for Aid to Dependent Child, \$25.2 million for food stamps and \$30.7 million for medical aid. (Mississippi State Department of Health)

Outputs

- Explore potential collaborative relationships between Extension professionals, human services, health districts and other youth service organizations with mutual interests.
- Enhance youth knowledge relative to the disadvantages of premarital sex.
- Develop fact sheets on teen pregnancy prevention.
- Develop an evaluation tool.
- Conduct group meetings and workshops in public schools and community centers to meet the needs of targeted clientele.
- Conduct promotional programs to market the youth-at-risk program.
- Develop programs that address values, goal setting and decision making.
- Organize a Youth Summit.
- Develop a teen newsletter.

Outcomes

- Teens becoming pregnant will decrease by 15% in targeted counties.
- Fifty (50) Teen Pregnancy Prevention promotional packets in the 14 counties in southwest Mississippi will be decrease.
- Three hundred and fifty (350) fact sheets on teen pregnancy will be disseminated.

Unit Goal 5.2: To develop a campaign to make students, parents, business leaders and educators aware of the advantages of collaborative efforts between education and workforce preparation by providing career activities and experiments.(Immediate)

Objective 1: To teach youth skills on how to write cover letters, resumes and the proper way to complete a job application.

Objective 2: To conduct educational workshops in local schools to help youth develop their interviewing skills.

Objective 3: To organize Career Days in local public school districts.

Situation: Because there is a decline in the pool of qualified workers in the overall youth population, employers are becoming concerned about the workforce pool of the future. Although education is available, the delivery and motivational methods have failed to reach the majority of these youths. They are ready for employment; however, they are ill prepared for the jobs.

There is a mood of fatalism spreading and it is carved out by experience of poverty, lack of health care, lack of positive role models, persistent failure in school, which lead to the inability to achieve the degree of knowledge necessary to be productive individuals in today's society, thus jeopardizing the future of this great nation.

Outputs

- Coordinate arrangements with school officials.
- Conduct workshops on writing cover letters and resumes.
- Conduct workshops on how to properly complete job applications.
- Secure job applications from various businesses.
- Coordinate arrangements with school officials.
- Teach the Do's and Don'ts of an interview.
- Conduct mock interviews with participants.
- Invite representatives from various fields of work.
- Meet to confirm commitments and plan strategies.
- Host "Career Day".

Outcomes

- Ten percent (10%) of the youth involved in the Career Development Programs will explore career opportunities.
- Six hundred and fifty (650) youth with the Career Development programs in local school districts in southwest Mississippi will be contacted.

- Five hundred and fifty (550) youth will be exposed to Career Opportunities through seven Career Education Days in the local school districts in southwest Mississippi.

Unit Goal 5.3: Reduce the risks of youth becoming infected with the virus that causes HIV/AIDS and other sexually transmitted diseases. (Long Term)

Objective 1: To decrease the number of youth contracting sexually transmitted diseases (STD's) by providing educational programs and distributing educational materials.

Situation: There is a growing awareness that problems relating to teen sexuality cannot be addressed with simplistic or superficial methods. Young people must be encouraged to go beyond the mechanic of sex and discover the beauty of their sexuality in the context of the family, love and commitment. To help youth make choices that safeguard their health in the broadest sense, they need additional help to identify their options, they need guidance in choosing the right options to live successfully with the choices they have made. The adult community should uphold the values that build on character in the individual and maintain stability in the family.

Outputs

- Coordinate arrangements with school officials for conducting educational programs on STDs'
- Develop evaluation tool.
- Develop educational fact sheets on Sexually Transmitted Diseases (STD's)
- Develop educational fact sheets in HIV/AIDS.
- Conduct workshops on Sexually Transmitted Diseases, (STD')
- Conduct workshops on HIV/AIDS.

Outcomes

- Decrease by 15%, the number of youth who contract Sexually Transmitted Diseases in southwest Mississippi.
- Decrease 10% the number of youth that contract HIV/AIDS in southwest Mississippi.
- Recruit 200 youth to participate in the Teen Summit.
- Disseminate 250 sets of fact sheets on Sexually Transmitted Diseases in Southwest Mississippi.
- Disseminate 250 fact sheets on HIV/AIDS in southwest Mississippi.
- Train 11 Extension Agents to use the sexually transmitted diseases and HIV/aids fact sheet.

Unit Goal 5.4: Work with rural youth, community leaders, educators, and health agencies provided to provide information on how people become addicted to tobacco products.(Short Term)

Objective 1: To reduce the number of teen smokers in the targeted counties served by the Alcorn Cooperative Extension Program by providing educational information on the harmful affects of the use of tobacco.

Situation: Tobacco use is the primary cause of preventable deaths in the United States. It accounts for more than 430,000 deaths per year, more than alcohol, cocaine/crack, heroin, homicide, suicide, car crashes, fire and aids combined. At least 3,000 children and teens in the U.S. begin tobacco use each day. Of these 3,000, nearly 750 will die from tobacco-related diseases, primarily heart disease and otherosclerosis, cancers and chronic obstructive lung diseases. According to the Mississippi State Department of Health(MSDH) 1993 statistics, 31.6% males and 23.7% females in grades 9-12 smoked cigarettes.

Outputs

- Identify community stakeholders.
- Develop a promotional package of the Youth Tobacco Project.
- Organize youth advisory committee for the youth tobacco project.
- Train extension agents on Youth Tobacco.
- Conduct educational programs in local schools and community centers.
- Develop educational fact sheets on tobacco use.
- Develop educational brochures.
- Organizes community and school-based health fairs.
- Organizes Youth Tobacco Summit.

Outcomes

- The number of teen using tobacco products will be reduced by 10% in southwest Mississippi.
- Fifteen (15) youth will be recruited to serve on the Alcorn Cooperative Extension Youth Tobacco Advisory Committee.
- Four hundred and fifty (450) youth will be exposed to the perils of teen tobacco use.
- Five hundred and fifty (550) fact sheets on the perils of tobacco will be disseminated.
- Educational information will be provided to 600 youth through two community-based health fairs.
- Educational information will be provided to 300 youth through one school-based health fair.
- Two educational brochures on the perils of tobacco use will be developed.

Unit Goal 5.5: Support and further develop the 4-H Youth Development program to increase the number of minority youth and families in organized community and school-based clubs, and involve more minority adults in the 4-H program as volunteer leaders.(Immediate)

Objective 1: To increase the number of youth involved in organized community-based or school-based 4-H clubs.

Situation: “All children are at risk to some degree.” Without help, youths are most vulnerable and many do not develop into healthy, productive adults. Prevention and intervention strategies for youth can be developed that will enable them to build skills and abilities that each possess in order to gain a positive future. These skills can be further nurtured by involving youth in organized communities or school based 4-H clubs.

A good education, a positive self image, personal development and employment skills are all essential in the development of a productive individual. If today’s youth does not reach their full potential, it will represent a drain on the nation’s future economic system and social stability. This is needed to reduce the negative outcomes and focus on the development of healthy, productive adults.

Outputs

- Develop a promotional packet for the 4-H Youth Development Program.
- Develop a 4-H brochure.
- Organize community and school-based clubs.
- Train extension youth agents to use the promotional packet.
- Train 4-H volunteer leaders.

Outcomes

- Fifty (50) 4-H promotional packets will be disseminated.
- Two hundred and fifty (250) recruitment brochures will be disseminated.
- One hundred (100) youth will be recruited to participate in ten new community and school-based 4-H HC Clubs.
- Ten (10) new volunteer leaders will be recruited.

Unit Goal 5.6: Provide research based information to rural individuals, community's organizations and their leaders in identifying and meeting the local needs to enhance the community and economic wellness.(Long Term)

Objective 1: To provide technical assistance to community and governmental leaders in their development of collaborative partnership with federal, state and local agencies, to respond to local community issues and priority areas. To provide technical assistance to communities in establishing priorities and allocating resources to meet identified needs.

Situation: *Defining and promoting Community Development.* Alcorn Cooperative Extension Community Resource Development specialist desire to help people help themselves by assisting in identification of needs that are necessary to improve quality of community life. We recognize and appreciate the difference among individuals and communities to develop a vitality and to define their unique contributions to their citizens’ lives.

Outputs

- Develop and strengthen the Cooperative Extension program at Alcorn State University community development linkage with other colleges and universities in Mississippi that have a community development emphasis.
- Develop a system which will monitor state and federal legislative action related to community development .
- Create a method of disseminating relevant legislative information to extension specialists and agents employed by Alcorn State University.
- Create a newsletter on community development topics and distribute on a statewide basis to extension community development clientele.
- Establish a statewide county extension community development advisory committee.
- Develop a social marketing plan that meets the program needs of clientele and enhances the presence and recognition of Extension Community Development.

Outcome

- Increased level of awareness in communities and their leaders of programs and projects that enhance their economic wellness.
- Establish a community development certification course for extension agents and community leaders.

Unit Goal 5.7: Further develop a network team of Community and Economic Development practitioners who possess skills in developing and facilitating a community social marketing plan that meets the program needs of their clientele.

(Immediate)

Objective 1: To provide for innovation and creativity in economic diversification among small and poor communities by supporting demonstration projects and develop new approaches to creating value-added, alternative enterprises recruitment, retention and expansion.

Situation: *Strengthening Programs and Partnerships.* Communities are constantly faced with choosing priorities and allocating resources to meet identified priorities. Our responsibility is to encourage community leaders and businesses to consider and explore all the possibilities. We, therefore, will develop partnerships with communities so together we can define and enhance programming.

Outputs

- Conduct a needs assessment by county to determine critical issues affecting communities.
- Establish county (or where appropriate multi-county) extension development advisory committees.
- Identify a maximum of five program topics that addresses one or more of the four critical issues to support as an emphasis on a county by county basis.

- Develop a social marketing plan that meets the program needs of clientele and enhances the presence and recognition of extension community development.

Outcomes

- A successful community social marketing plan which enhanced sustainable economic development.

Unit Goal 5.8: Develop a rural youth entrepreneurship program model for implementation in the public Elementary and secondary schools.(Immediate)

Objective 1: To enhance the lifestyle of rural community dwellers as well as foster community and economic development by increasing the number of successful entrepreneurs.

Situation: Society has conditioned young Americans to become complacent after obtaining terminal degrees, landing the old eight to five jobs and working until retirement and still never reach financial freedom. In order to change traditional behavior you must begin with our youth. The youths are our nation's future. We need to begin teaching our children about entrepreneurship at an early age. They need to know that self-employment is virtually the only way to achieve financial freedom.

Five percent of Americans control ninety-five percent of America's wealth. Most of them are self employed. (U.S. Census, 1990)

Outputs

- Teach youth the theoretical aspects of entrepreneurship.
- Increase the level of awareness of available funding.
- Assist entrepreneurs in achieving funding.
- Show aspiring entrepreneurs how to identify potential business opportunities.

Outcomes

- Rural youth can write business plans
- Establish successful business of their own
- Increased economic and community development

Unit Goal 5.9: Provide educational information that will strengthen the home and

fam

Objective:1 Increase the knowledge base of clientele in the complexities of the family life cycle through the development of skills and knowledge in parenting, management of resources and pre and post natal care.

Situation: It is projected that by 2005 twenty-five percent of children under the age of 18 will be living in the household with a single parent. Approximately nineteen percent of this number will be children under the age of 12. This means that families will need assistance in coping with the changes in lifestyles of families. Parents are finding it

increasingly difficult to deal with high infant mortality and teenage pregnancy rates. Families will be given assistance in alternative methods of addressing single-parenthood, infant mortality, parenting skills, family cohesiveness, decision-making, and teenage pregnancy.

Outputs

- Hold leader training and group meeting to assist agents in developing resource materials and learning new strategies for program delivery.
- Provide support and techniques to home economic agents for making home visits to the target population that will enhance family personal contacts.
- Plan, develop and release newsletter on a quarterly basis to the targeted population on decision making, parenting skills and the family life cycle.
- Develop a marketing promotional package to increase the awareness of program efforts in maintaining family stability in the Alcorn Cooperative Extension Program.
- Develop a brochure on teenage pregnancy prevention
- Develop and implement data collection instruments to the targeted audience to assess family practices, values, and social issues relative to the well-being and development of family strengths will be identified.

Outcomes:

- Awareness of strategies on keeping families healthy by the targeted population will be increased.
- A data collection instrument on family values, and social issues will be developed.
- Agents will be better trained in program delivery and planning.
- Through family stability, the targeted audience will be able to make better decision on family planning, single parent and pre and post natal care.

Unit Goal 5.10: Support the development of the farm family as a social/economic unit to the extent that the family unit will maintain its viability in the community.(Long Term)

Objective 1: To provide insight into family living, by raising the awareness of clientele on the developmental process of marriage, cohabitation, engagement, and weddings.

Situation: There are many factors that influence the binding of ties of family members. Internal forces such as marriage, cohabitation, friendship, engagements and wedding offer tradition, cultural and a framework for existing within a family unit. These factors provide a buffer to stress and put into place a mechanism for social, emotion and physical development. Influences of the Family Unit on the well-being of its members are on the decrease.

To maintain a marriage requires commitment to the total family unit. In Mississippi, the divorce rate is on the increase. Subsequently, this has lead to a disruption in the family structure.

Outputs

- Collaborate with other agencies to maximize program efforts in family programming and implementation.
- Identify groups and organizations that lend financial, social and intellectual support to families.
- Develop a brochure on courtship, friendship and traditional weddings that is culturally relevant.
- Encourage families to seek professional advice when experiencing familial conflict.
- Provide educational training and assistance for clientele's self-reliance and empowerment through the use of family support systems.

Outcomes

- Families will collaborate in making decision about important matters
- There will be an increase in the awareness of family bonding due to certain traditions such as weddings.
- Family structures will be strengthen as a result of understanding the importance of friendship.
- Families will be able to assist their children in learning about courtship, cohabitation, and maintaining strong relationships.

Unit Goal 5.11: To provide intense, in-depth educational opportunities in clothing for volunteer leaders and clientele.(Immediate)

Objective 1: To identify, train and utilize youth and adult clothing volunteers in local, county and state clothing construction and textile programs.

Situation: Knowledge in clothing has proven to be a useful resource. Between 16 and 25 percent of our income is devoted to the purchase of wearing apparel. A saving of 25 percent or more means that this amount may be used for saving and other purposes. In order to be economize in this respect it is necessary for the consumer to know how to select and buy different kinds and qualities of textiles. They need to know how to recognize the ones best adapted to his/her use and to obtain the greatest service from the fabrics and wearing apparel.

The main focus of the clothing is to address the needs of limited resource individuals by empowering them to become self-sufficient. The clothing area is also designed to promote and build self-esteem among participants. Some of the ways to extend the program to sponsoring contests and promoting special events.

Outputs

- Increase clients contacts and participation with new clientele
- Conduct training session for clothing volunteers
- Provide customized programs that respond to the needs of clientele such as clothing selection, personal development, money management, appearance and fitness

- Explore potential collaborative relationships between Extension professionals, parents, and other agencies with mutual interests.
- Develop clothing programs to promote and enhance adolescents self worth
- Develop a clothing brochure
- Develop a clothing newsletter

Outcomes

- Recruit and train 15 volunteers for the clothing program
- Establish sewing/clothing clubs in the 14 counties
- Recruit 60 youth to participate in sewing/clothing contest
- Circulate 300 clothing brochures

Unit Goal 5.12: To provide clothing information that will meet the needs of our clientele.(Immediate)

Objective 1: To improve clothing decision making by consumers.

Situation: Consumer Guide, states that eighty-five percent (85%) of consumers do not know how to judge clothing for quality construction or how to separate the classics from the fads. Therefore, it is essential that a study of the economics of clothing should be a part of everyone's education.

Outputs

- Enhance customer knowledge of what constitutes a acquitted wardrobe
- Conduct training meeting to equip agents with skills needed to identify, analyze, and solve clothing issues.
- Monitor clothing programs to assure that they meet the needs of a targeted clientele
- Identify and organize community leaders in special interest groups to support program initiatives.
- Coordinate a clothing program within the schools

Outcomes

- Recruit 200 youth to participate in clothing program
- Circulate 200 clothing awareness brochures

PERFORMANCE FRAMEWORK BY GOAL AND OBJECTIVES

Organizational Goals

Goal 1: *To achieve program excellence through increase funding for staff development and program expertise.*

Objective 1: Increase state funding for staff development and program expertise and by focusing on grants, contracts and other private non-federal agencies.

Performance Indicators

- In-kind contributions made available for matching state and federal grants.
- Number of proposal written for staff development.
- Number of proposal written for program development.
- Number of collaborative linkages established.
- Number of multi-state and multi institutional program developed.

Objective 2: **Enhance the reputation of the Cooperative Extension Program at Alcorn State University by documenting its contributions and its impact on clients.**

Performance Indicator

- Number of program develop utilizing the holistic approach.
- Number of person reach through the holistic approach.
- Number of evaluations tools developed.
- Number of success stories published.
- Number of incentives award made.

Objective 3: **Create an evaluation and accountability system to direct program planning, document program impact and increase visibility state wide.**

Performance Indicators

- Number of impact studies conducted.
- Number of accomplishment reports developed
- Number of participants reached

Goal II: *Develop effective public relations and marketing plan.*

Performance Indicator

- Number of strategies use to inform the general public as well as present and future employees of the history, mission, vision and philosophy of the Alcorn Cooperative Extension programs.
- Number of publications and brochures developed.
- Number of Marketing and public relation activities conducted.
- Number of technical tools utilized for marketing extension programs.
- Cost value of marketing project.

Goal III: *Develop collaborative relationship between teaching, research and*

extension.

Objective 1: Strengthen the existing linkage between research and extension at all levels within the two units.

Performance Indicators

- Number of joint bi-annual seminars held
- Number of joint project developed.

Objective 2: Develop and implement networking strategies between extension, research and academic programs.

Performance Indicators

- Number of collaborative program planning meetings conducted between extension, research and teaching.
- Number of joint publication developed.

Goal IV: *Fully integrated telecommunications systems that link the external centers and targeted counties in order to facilitate program implementation.*

Objective 1: Maximize the use of technology.

Performance Indicators

- Increase funds allocated for technology.
- Number of inter-state electronic networks established developed.
- Number of technical tools used in enhancing program development and implementation.

Objective 2: Create and maintain appropriate technology management strategies.

Performance Indicators

- Number of web-sites developed.
- Number of databases developed to measure program impact.
- Number of electronic publications developed.
- Number of program conduct on technology use for staff members.

PERFORMANCE FRAMEWORK BY GOALS AND OBJECTIVES

Programmatic Goals

Goal 1 Enhance global participation, competitiveness, and profitability of agricultural producers, especially family farmers, non-traditional producers, and those who lack adequate economic and social resources.

Unit Goal 1.1: To conduct an educational program on the production of fruit and vegetables designed to increase overall acreage, yields and quality.

Objective: To increase the acreage of fruits and vegetables produced in targeted counties by 100%.

Performance Indicators

- Number of Grower Associations/Cooperatives organized.
- Number of small farmers trained in “Best Practices” procedures.
- Number of youth programs conducted.
- Number of Youth Participating.

Objective 2: To conduct educational programs that will lead to improved production practices and yields of fruit and vegetable crops.

Performance Indicators

- Number of demonstrations of innovative practices conducted.
- Number of farmers participating.
- Number of Field Days held.
- Number of Tours conducted.
- Number of farm visits, group meetings, workshops and seminars conducted.

Objective 3: To establish a computerized production and marketing system for small farmers and small farm cooperatives.

Performance Indicators

- Number of planting schedules developed.
- Total acreage of vegetable crops planted.
- Total acreage of Fruit crops planted.
- Total estimated value of planted acreage.
- Value of harvested acreage.

Objective 4: To increase the fruits and vegetables produced in targeted counties by 100%.

Performance Indicators

- Number of databases created.
- Number of marketing outlets identified.
- Number educational programs conducted on value-added processing.
- Number of participants trained on value-added processing.
- Number of demonstration site constructed.
- Number of financial analysis and business plan completed.
- Number of small farmers who participated.
- Number of small farmers whom actual completed the process.
- Number of educational programs conducted on sustainable agriculture practices.
- Number of educational programs conducted on alternative crop production.
- Number of small farmers participating.

Unit Goal 1.2: Conduct appropriate educational programs on the production of alternative agronomy crops that will lead to increased overall acreage, yields and quality of syrup crops, sweet corn and peanuts.

Objective 1: Conduct demonstrations and other educational activities that will result in increased acreage in targeted counties by 100%.

Performance Indicators

- Number of educational publications distributed.
- Number of Field Days conducted.
- Number of on-farm demonstrations on applications of “best practices.”
- Number of inservice training on alternative crop production.

Objective 2: To conduct educational programs that will lead to improved production practices and yield of agronomy crops.

Performance Indicators

- Number of educational publications distributed.
- Number of field day conducted.
- Number of on-farm demonstrations on application of “best practices.”
- Number of inservice training conducted on increased yields.

Objective 3: To establish a production budget and computerized marketing access for small farmers and small farm cooperatives marketing agronomy crops.

Performance Indicators

- Number of crop production budget develop.
- Number of educational training programs conducted.
- Number of publish documents on alternative crop budgets.

Objective 4: To target youth in alternative agronomy crop production and marketing.

Performance Indicators

- Number of educational programs conducted for youth.
- Number of youth participating.
- Number of high school partnerships established.

Unit Goal 1.3: To improved the quality of forage crops produced by small farmers.

Objective 1: To conduct educational programs for small farmers on the establishment, production, management and harvesting practices for forage crops.

Performance Indicators

- Number of educational publication developed on forage production
- Number of field days conducted.
- Number of on-farm demonstration conducted.
- Number of participants who attended educational programs conducted on forage production.
- Number of inservice training conducted for staff on forage production.

Unit Goal 1.4: To conduct educational programs for small landowners designed to make them aware of the economic opportunities available in forestry.

Objective 1: To conduct educational programs for small landowners in forest resource management.

Performance Indicators

- Number of educational program on forestry conducted for small landowners.
- Number of small landowners participating.
- Number of small landowners participating in federal and state forestry programs.
- Number of community forestry committee organized.

Unit Goal 1.5: Conduct educational programs for existing farmers on the advantages of applying effective management practices in forestry.

Objective 1: To provide educational programs for small forest landowner on silvicultural practices that's used in forest management.

Performance Indicators

- Number of forest management plan developed for small land owners.

- Number of field demonstration on effective forestry management conducted.
- Number of small landowners participating.

Unit Goal 1.6: Conduct an aggressive educational program designed to increase production and quality of all livestock produced by small farmers.

Objective 1: To conduct educational programs that will result in small farmers increasing competitiveness by providing quality hogs to meet market demand.

Performance Indicators

- Number of educational programs on selection and breeding.
- Number of participants.
- Number of publication on swine production.
- Number of publication distribute.
- Number of value-added educational programs conducted.

Objective 2: To implement educational programs that will improve the overall health of goats being produced in the state.

Performance Indicators

- Number of publications developed
- Number of educational programs conducted on improved methods of quality breeding.
- Number of participants.
- Number of goat producers.

Objective 3: To conduct educational programs that will lead to improve quality of beef cattle being produced by small farmers in targeted counties.

Performance Indicators

- Number of educational programs on improving breeding stock.
- Number of participants
- Number of educational programs on herd health.
- Number of participants.
- Number of demonstration and tours conducted.

UNIT GOAL 1.7: Conduct educational programs on aquaculture production that will inform rural families of the opportunities available to increase income and improve their quality of life.

Objective 1: To increase the number of aquaculture operations owned by small farmers.

Performance Indicators

- Number of aquaculture cooperatives established.
- Number of advisory council organized.
- Number of youth activities conducted.
- Number of youth participating.

Objective 2: Conduct an educational program designed to improve the quality of small farm aquaculture ponds being utilized for recreational and fee fishing.

Performance Indicators

- Number of educational programs on aquaculture production conduct.
- Number of small farmer participating.

UNIT GOAL 1.8: Conduct educational programs for small farmers designed to improve farm business management skills, enterprise management and cash flow.

Objective 1: To assist small farmers and cooperatives in acquiring loans.

Performance Indicators

- Number of educational programs on farm management conducted.
- Number of participants
- Number of small farmers provided credit counseling.
- Number of loans applications submitted.
- Number of other agencies assisting in application submission.

Objective 2: To conduct a comprehensive farm management training program to reach four hundred and fifty small farmers.

Performance Indicators

- Number of advisory groups organized.
- Number youth programs developed.
- Number of youth participating.
- Number of underserved customers identified.

UNIT GOAL 1.9: To work closely with small farmers, community leaders and the producer industry in establishing infrastructure for value-added processing and marketing alternative and traditional agriculture enterprises.

Objective 1: To establish infrastructure required for a viable production and marketing program for alternative agronomic crops.

Performance Indicators

- Number of tours and demonstration on value added processing conducted.
- Number of funding sources for value-adding equipment identified.

Objective 2: To stimulate among small farmers an interest in processing syrup crops.

Performance Indicators

- Number of in-service training conducted on syrup production and processing for agents.
- Number of tours and field days held on syrup processing.
- Number of processing demonstration conducted on syrup processing.
- Number of value-adding video developed.
- Number of electronic groups discussion held.

Objective 3: To establish viable markets and facilities for value-added processing of specific livestock to enable small farmers to be more competitive.

Performance Indicators

- Number of advisory committee organized
- Number of educational programs on developing cooperatives
- Number of youth programs developed.
- Number of group discussions held with the Golden Pig Cooperative
- Number of youth participating.

Objective 4: To develop strategies for marketing aquaculture enterprises.

Performance Indicators

- Number of marketing plans for aquaculture developed.
- Number of marketing outlets identified
- Number of small farmers participating.

Objective 5: To investigate the possibility of establishing the infrastructure required for a viable forest products and marketing program.

Performance Indicators

- Number of lumber yards identified
- Number of small landowners with by-products available.
- Number of markets identified for forestry by-products.
- Number of partnership formed

Objective 6: To establish infrastructure required for a viable livestock production and marketing program, and to establish a processing and packing facility by 2003.

Performance Indicators

- Number of educational programs conducted on marketing
- Number of small farmers participating
- Number of demonstration farms established

- Number of marketing outlets identified.

Objective 7: To establish infrastructure required for a viable commercial vegetable processing and marketing program.

Performance Indicators

- Number of infrastructure for fruits and vegetable established.
- Number of advisory community group organized.

GOAL 2: Improve decision making by consumers and policy makers to ensure a sustainable, safe, affordable, and nutritious food supply through enhanced research, education and extension activities.

Unit Goal 2.1: Provide educational support through the development of research based educational materials and hands-on training to consumers to improve decision making in procuring and consuming safe and affordable food.

Objective 1: Promote food safety education to families and youth that will encourage reduction of food-

Performance Indicators

- Number of educational programs developed on safe handling and preservation.
- Number of participants.
- Number of educational programs conducted on healthy eating.
- Number of participants.
- Number of food drive coordinated.
- Number of persons served.

GOAL 4: Enhance the environmental protection efforts of small limited resource landowners, communities and families through educational programs that emphasize and encourage the adoption of sustainable consumer and production practices.

UNIT GOAL 4.1: Conduct educational programs on the relationship that exist between the environment and agriculture to help reduce soil lost, improve water quality, promote sustainability, and protect the environment.

Objective 1: To make agricultural agents and small farmers aware of the importance of sustainable agriculture and to conduct educational programs designed to increase small farmers appreciation of reduced pesticide use and use of low cost erosion control practices, such as no-till production and grass strips and terraces.

Performance Indicators

- Number of Train the Trainer workshops held for staff
- Number of tours conducted for professionals and staff
- Number of demonstration conducted on sustainability
- Number of field day held on sustainability

Objective 2: To conduct educational programs on the proper disposal of animal waste.

Performance Indicators

- Number of educational programs conducted on animal waste management
- Number of small farmers participating.

Objective 3: To conduct educational programs on the importance of maintaining water quality in aquaculture production to prevent product loss.

Performance Indicators

- Number of small farmers receiving information on water quality management.
- Number of land use management practices implemented.

Objective 4: To conduct educational programs for small forest landowners in environmental conservation.

Performance Indicators

- Number of small landowners receiving forest management handbook
- Number of educational programs conducted on forest management.

Objective 5: To establish an Environmental Conservation Club for youth ages 6 to 12 .

Performance Indicators

- Number of Environmental Conservation Clubs organize
- Number of youth participating.

GOAL 5: Empower youth, families and communities to enhance their economic and social well-being.

Unit Goal 5.1: To support the development of youth and families by providing the necessary tools that will help them take charge of their lives by promoting basic values, abstinence and parent-teen communication.

Objective 1: To decrease the number of teen pregnancies by providing educational information on the disadvantages of becoming sexually active or a teenage parent.

Performance Indicators

- Number of collaborative partnerships developed.

- Number of educational programs conducted on teen sexuality.
- Number of youth participating.
- Number of fact sheet on teen sexuality developed.
- Number of fact sheet distributed.
- Number of educational programs on values, goal settings and decision making.
- Number of youth participating.
- Number of newsletter on teen sexuality developed.

Unit Goal 5.2: To develop a campaign to make students, parents, business leaders and educators aware of the advantages of collaborative efforts between education and workforce preparation by providing career activities and experiments.

Objective 1: To teach youth skills on how to write cover letters, resumes and the proper way to complete a job application.

Objective 2: To conduct educational workshops in local schools to help youth develop their interviewing skills.

Objective 3: To organize Career Days in local public school districts.

Performance Indicators

- Number of high school collaborative partnership developed on career development.
- Number of educational programs conducted on career development.
- Number of youth participants
- Number of collaborative partnership developed with community businesses.

Unit Goal 5.3: Reduce the risks of youth becoming infected with the virus that causes HIV/AIDS and other sexually transmitted diseases.

Objective 1: To decrease the number of youth contracting sexually transmitted diseases (STD's) by providing educational programs and distributing educational materials.

Performance Indicators

- Number of educational programs conducted on sexually transmitted diseases/HIV/aids
- Number of youth participating
- Number of fact sheet developed on sexually transmitted diseases.
- Number of fact sheet distributed

Unit Goal 5.4: Work with rural youth, community leaders, educators, and health agencies provided to provide information on how people become addicted to tobacco products.

Objective 1: To reduce the number of teen smokers in the targeted counties served by the Alcorn Cooperative Extension Program by providing educational information on the harmful affects of the use of tobacco.

Performance Indicators

- Number of youth advisory community group organized.
- Number of in service training conducted for staff.
- Number of educational brochures developed.
- Number of health fairs held.

Unit Goal 5.5: Support and further develop the 4-H Youth Development program to increase the number of minority youth and families in organized community and school-based clubs, and involve more minority adults in the 4-H program as volunteer leaders.

Objective 1: To increase the number of youth involved in organized community-based or school-based 4-H clubs.

Performance Indicators

- Number of promotional packages developed for 4-H.
- Number of promotional packages distributed for 4-H.
- Number of 4-H brochures distributed.
- Number of staff member trained on 4-H policies and procedures.
- Number of volunteer leaders trained on 4-H policies and procedures.

Unit Goal 5.6: Provide research based information to rural individuals, communities organizations and their leaders in identifying and meeting the local needs to enhance the community and economic wellness.

Objective 1: To provide technical assistance to community and governmental leaders in their development of collaborative partnership with federal, state and local agencies, to respond to local community issues and priority areas. To provide technical assistance to communities in establishing priorities and allocating resources to meet identified needs.

Performance Indicators

- Number of community and government partnerships developed.
- Number of community advisory committees organized.
- Number of in service training seminars conducted for staff on public policies.
- Number of newsletter distributed on public policies.

Unit Goal 5.7: Further develop a network team of Community and Economic Development practitioners who possess skills in developing and facilitating a community social marketing plan that meets the program needs of their clientele.

Objective 1: To provide for innovation and creativity in economic diversification among small and poor communities by supporting demonstration projects and develop new approaches to creating value-added, alternative enterprises recruitment, retention and expansion.

Performance Indicators

- Number of county assessments conducted.
- Number of critical issues identified.

Unit Goal 5.8: Develop a rural youth entrepreneurship program model for implementation in the public elementary and secondary schools.

Objective 1: To enhance the lifestyle of rural community dwellers as well as foster community and economic development by increasing the number of successful entrepreneurs.

Performance Indicators

- **Number of educational program for youth on entrepreneurship conducted.**
- **Number of youth participating.**

Unit Goal 5.9: Provide educational information that will strengthen the home and

fam

Objective:1 Increase the knowledge base of clientele in the complexities of the family life cycle through the development of skills and knowledge in parenting, management of resources and pre and post natal care.

Performance Indicators

- Number of educational programs conducted on family life.
- Number of parents participating.
- Number of publications developed on family life.
- Number of educational program on resource management.
- Number of parents participating.
- Number of educational programs on pre and post natal care.
- Number of individuals participating.

Unit Goal 5.10: Support the development of the farm family as a social/economic unit to the extent that the family unit will maintain its viability in the community.

Objective 1: To provide insight into family living, by raising the awareness of clientele on the developmental process of marriage, cohabitation, engagement, and weddings.

Performance Indicators

- Number of collaborative partnership established.

- Number of brochures developed on culturally diverse family and relationships.
- Number of inservice training provided to staff on family conflict intervention.

Unit Goal 5.11: To provide intense, in-depth educational opportunities in clothing for volunteer leaders and clientele.

Objective 1: To identify, train and utilize youth and adult clothing volunteers in local, county and state clothing construction and textile programs.

Performance Indicators

- Number of training conducted for clothing volunteers.
- Number of educational programs on customizing clothing for diverse groups.
- Number of collaborative relationships established.
- Number of educational clothing programs conducted for youth.
- Number of youth participating.
- Number of clothing brochure developed and distributed.
- Number of newsletter developed and distributed.

Unit Goal 5.12: To provide clothing information that will meet the needs of our clientele.

Objective 1: To improve clothing decision making by consumers.

Performance Indicators

- Number of educational programs conducted for clientele on wardrobe selection.
- Number of inservice training conducted for staff on identifying and analyzing clothing.
- Number of clothing programs coordinated with schools.
- Number of collaborative partnerships established within communities.

IMPLEMENTATION OF PLAN

Internal and External Linkages

Assessments and Trends

When assessing the Alcorn Cooperative Extension Program, consideration must be given to the external and internal factors that dictate priorities. High priority areas determine program thrusts and funding. This process usually leaves medium and low priority areas lacking. A clear view of all factors impacting program development and delivery is crucial in planning efforts.

The trend has been to support programs that guarantee financial support from both state and federal sources. This process usually results in inadequate services being provided to customers. Efforts are being made to prioritize customers needs.

External Linkage

The environment in which the Alcorn State Cooperative Extension program operates is undergoing significant change. The recent designation of 1890 institution as a fifth region by the Extension Committee on Organization and Policy (ECOP) signals the need for a more defined organizational structure which will result in self-sufficiency in program management, and greater responsiveness to Cooperative Extension priorities. The 1890 system and the Cooperative Extension program at Alcorn State University must be responsible to a broad range of constituents and interest groups who influence priorities and challenge our delivery methods. These stakeholder groups include 1862 extension organizations, federal, state and local governments, public and private agencies and organizations. These influences caused a breach in the mission of 1890 extension programs by designing programs based on legislative agendas and leaving clientele needs inappropriately addressed. Other factors affecting the Alcorn State Cooperative Extension Program include changing demographic, social and economic problems in the communities served, territorialism between agencies and organizations and Cooperative Extension Program.

Internal Linkage

Alcorn State Cooperative Extension Personnel: Associate Administrator, specialists, agents and support staff exemplify a collective wealth of academic training and experiences coupled with a sensitivity to the multiple issues affecting its audiences. The program is known for involving clients and stakeholders in planning and implementing innovative programs that respond to clientele needs.

Collaborations with other organizations and departments:

The Alcorn State Cooperative Extension Program is beginning to make strides in developing inter-departmental collaboration with other groups and organizations including Mississippi State Cooperative Extension Service, community-based organizations, landowner associations and human service agencies. The Alcorn Cooperative Extension Program serves as the major outreach component of the university.

Program focus on audience needs

The Alcorn State Cooperative Extension program has traditionally focused its resources on high priority issues while implementing viable programs in areas that benefit the total family. The holistic approach has become a major concept of the university's President in developing partnerships and increasing collaboration with surrounding communities and beyond.

Programs are implemented in the following areas: alternative and small farm sustainable agriculture, family life and child development, youth-at-risk, nutrition, diet and health, livestock production, aquaculture, horticulture, farm management and community resource development.

Needs of the Alcorn State University Cooperative Extension Program

The Alcorn State Cooperative Extension Program has made significant progress over the past eight years. Yet, attention needs to be given to addressing concerns that threaten its growth and viability. During the next five years, Extension programs must seek administrative support in providing appropriate responses to both internal and external concerns, whether real or perceived, and recognize that weaknesses provide opportunities for greater services.

In developing this strategic plan, the extension program is positioning itself to move quickly toward improving the effectiveness and efficiency of all of its programs and delivery system.

Enhanced External Communication and Collaboration

During the next two years, the staff of the Cooperative Extension Program will concentrate on building partnerships with external organizations, agencies and stakeholders. Significant efforts will be made to organize statewide agricultural advisory committees, enterprise teams, youth advisory groups and support teams. The integration of available USDA programs and services with that of the Cooperative Extension Program will be a major goal in order to meet the total needs of our customers. A major objective of the Cooperative Extension Program over the next five years will be to market our programs. Greater understanding of the extension program among colleagues and CEOs of the various agencies will increase support from these organizations and provide for better utilization of our combined resources.

Adequate Funding: The availability of limited funds from the state and federal level constrains the capacity of our extension program to respond to evolving issues and problems critical to the survival of rural communities. The extension program has received small increases over the past two years that will cover the increased cost of doing business. However, significant increases are needed to meet the demand for staff, facilities, equipment and resource materials needed to implement quality programs on the scale being demanded by our customers.

If the university is to maintain leadership in the production of meat goat, commercial fruits and vegetables, swine production and unique youth programs, resources must be made available to employ additional personnel at all levels. The most crucial needs are at the specialist, technical and support staff level.

While the extension program has compensated by using staff in multiple roles, the danger of “being spread too thin” is a reality that constantly challenges the effectiveness of personnel and programs. The extension program should be adequately funded and should have access to congressional “special needs” funds targeted for reaching underserved audiences. Support from state, local and private sources are needed as well

Effective Collaboration with Mississippi State University Extension Service

Comprehensive planning and collaborative programming with Mississippi State University Extension Service are imperative as national priorities focus on issues facing individuals traditionally served by 1890 institutions. During the next eighteen (18) months, every effort will be made to promote joint programming.

Improved Public Relations and Marketing

The Cooperative Extension program lacks a sound public relation strategy and marketing plan. Although the extension program provides an abundance of information and educational services, it has not been proactive in marketing its programs and services. During the next five years, a marketing committee will be appointed and resources budgeted in order to insure that all potential recipients are aware of programs implemented by the Cooperative Extension Program.

Trends Affecting Alcorn State Cooperative Extension Program

- Changing composition of audience base
- Declining economic base for rural communities
- Increase demand for more innovative programs
- Changes in government requirement for reporting program impact
- State and local financial support
- Changes in government support programs that undergird agricultural production
- Decreasing African-American ownership of farms lands
- Increased immigration
- Matching dollars formula
- Increasing uncertainty surrounding the effective needs of welfare reform for families and communities
- Open competitiveness of extension funds
- Prioritizing by legislative agenda
- working poor

Targeted Audiences

Small Farmers

Small Landowners

Low-income rural residents

Rural Youth

Small Farm Families

Potential Farm Families

Animal Producers and Potential Producers(Swine, Beef, Goat)

Dislocated Farm Families

Extension Agents, Specialists and Community Organizations

Home Owners

School Age Children

Parents

At Risk and Limited Resource Youth

Community Leaders

Community Action Groups

Government Officials

All ethnic groups

General Public

Program Years, Estimated Costs and FTEs By Goals

Goal 1: An agricultural system that is highly competitive in the global economy.

Years	Costs		FTEs	
	Federal	State	Federal	State
2000	\$587,392	\$205,426	15.24	4.66
2001	646,131	225,968	16.76	5.12
2002	710,744	248,564	18.43	5.63
2003	781,818	273,420	20.27	6.19
2004	859,999	300,762	22.29	6.80

Goal 2: A safe and secure food and fiber system.

Years	Costs		FTEs	
	Federal	State	Federal	State
2000	\$115,381	\$40,352	2.82	.91
2001	126,919	44,387	3.10	1.00
2002	139,610	48,825	3.41	1.10
2003	153,571	53,707	3.75	1.21
2004	168,928	59,077	4.12	1.33

Goal 4: A agricultural system which protects natural resources and the environment.

Years	Costs		FTEs	
	Federal	State	Federal	State
2000	\$146,848	\$51,356	3.80	1.16
2001	161,532	56,491	4.18	1.27
2002	177,685	62,140	4.59	1.39
2003	195,453	68,354	5.04	1.52
2004	214,998	75,189	5.54	1.67

Goal 5: Enhanced economic opportunity and quality of life for Americans

Years	Costs		FTEs	
	Federal	State	Federal	State
2000	\$461,522	\$161,406	11.14	1.16
2001	507,674	177,546	12.25	1.27
2002	558,441	195,300	13.47	1.39
2003	614,285	214,830	14.81	1.52
2004	675,713	236,313	16.29	1.67

Program Evaluation

The evaluation process will be on-going survey of program activities. It will be used along with pre and post test, telephone surveys and town hall meetings to gather data on participants in the service areas and comparisons will be made with other agencies of the state to determine the effectiveness of these programs.

A pre-test of participants' knowledge will be administered prior to conducting educational activity. A post test will be conducted at the conclusion of each activity to determine knowledge gained by each participant. This information will be used to

determine customer satisfaction and program success with ongoing educational programs.

To determine the total cumulative(or average) satisfaction score among all customers, extension specialists and agents will conduct telephone surveys to assess customers satisfaction with the program services being delivered. The responses from customers will be recorded to monitor program success.

Evaluation will be done on the overall program and individual subject matter areas. Assessment of impact on crops and livestock will be determine by increase yields and net returns.

MERIT REVIEW PROCESS

The Plan of Work has two parts: organizational and programmatic goals. The The organizational goals will be review after the first year of implementation by the systems' administrative leadership. By measuring the progress and determine the effectiveness of the process being utilizing to increase funding, develop more joint programming, technological uses and marketing strategy. Modification and structural changes will be made after internal assessment to determine a feasible alternative that is cost effective.

The review of the programmatic goals will be done by committees composed of multidisciplinary personnel for each goal. Committees will include specialists, research scientists, university faculties, support staff and administrators. The review process will call for the teams to determine the system's level of performance by measuring personnel against tasks accomplishments, the proposed outcomes based on actual outcomes and the level of outputs. Indicator will be reviewed on realistic and measurable probabilities.

Also the use of an external source will be use to determine the feasiblitiy of programs proposed will be done.