

**ALCORN STATE UNIVERSITY
COOPERATIVE EXTENSION
ACCOMPLISHMENTS REPORT
Fiscal Year 2000**

Introduction

The rural landscape of the state of Mississippi is dominated by small farms. According to the most recent agriculture census, more than 70% of the farmers in the state are considered small. Because of the size of their operation, the needs of these farmers differ considerably from large operations. Therefore, programming and the method of implementing small farm programs must be carefully designed to meet their unique needs.

Small farm programs implemented by the Alcorn Cooperative Extension Program (ACEP) are designed to make practical and useful research generated knowledge available to individual farmers. Educational programs were conducted during FY 2000 to utilize the expertise of ACEP specialists, area coordinators, farm management specialists and agents with input from the research staff and the Small Farm Development Center.

Agricultural and Family, Youth and Community Development programs conducted during FY 2000 focused on four of the five goals established by the National Agriculture Research, Extension, Education and Economics Advisory Board. These national goals are: Goal (1) an agricultural system that is highly competitive in the global economy. Goal (4) Greater harmony between agriculture and the environment.

Ninety percent (90%) of the work conducted by the Cooperative Extension Program in FY 2000 was directed to the achievement of these two goals.

Overview of Goal:

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

The viability of small farms is dependent upon the farmer's ability to produce a combination of enterprises that generate profits and the farmer's ability to keep the land in production as close to twelve months per year as possible. The resources of the Alcorn State University's Cooperative Extension program over the past twelve months have been devoted to implementing activities designed to make small farmers more sustainable and competitive. Small farmers and ranchers have traditionally been shut out of mainstream programs because of their size and ability to be competitive. Yet, these farmers are vital to the overall economy of the state and nation. While small farms and ranches have difficulty competing with large farms that supply most of the national and international food markets, they can compete at supplying local and regional markets. In order for small farmers to sustain themselves in this fast changing industry, strategies must be developed to identify a combination of high-value alternative and traditional agricultural enterprises that will provide significant net returns. Over the past ten years, the demands for fresh fruit and vegetables have continue to increase. The production of organically grown product is not significant at this time. Yet, it is one of the fastest growing small farm programs in the area.

The production of livestock enterprises, including beef cattle, meat goats, and swine, by small farmers make up a large percentage of meat produced in the state. The quality of livestock produced is closely related to foraged production. Forage crops produced by many small farmers represent native species of grasses that are of low quality and yields. The quality of livestock and net returns can be improved by purchasing improved breeding stock, management and an improved forage program.

During FY 2000, twenty-one (21) FTEs, were devoted to implementing planned programs under goal 1. Agriculture programs were implemented by extension agents, specialists and administrators in 29 Mississippi counties. Extension personnel conducted 357 educational activities. More than 26,000 small farm family members and community leaders participated. Educational programs conducted by the Cooperative Extension staff resulted in small farmers reporting income of over \$56,000,000. Farm income reported for FY 2000 was down about \$10,000,000 from FY 99. Reduced income during FY 2000 is attributed to adverse weather conditions.

Increase production of alternative enterprises has reduced movement of farm families from rural to urban areas and it has revitalized a number of rural communities, especially in the Mississippi Delta. During the next ten years, these enterprises can result in a complete economic development program for small communities in the Mississippi Delta.

Total Expenditures

Alcorn's Cooperative Extension Program devoted a total of 21 FTEs to the accomplishment of educational programs implemented under goal 1. Funds expended for this goal consist of \$670,643 from section 1444 of the National Agriculture Research, Extension, and Teaching Policy Act of 1977 (NARETPA) and \$287,419 of state matching funds.

Key Theme – Agriculture Profitability

The demand for fresh fruits and vegetables has continued to increase over the past ten years. The greatest demand for fresh vegetables is during the fall and early spring. Small farmers do not follow organized planting schedules and they are not knowledgeable of cool season vegetables. Therefore, production is low and the demand is greater during these periods.

Impact

During FY 2000, extension agents and specialists conducted 52 workshops, seminars, field days and tours on commercial production of fruit and vegetables. More than 6,500 small farm family members and community leaders attended. Educational program resulted in small farmers producing 8,099 acres of fruits and vegetables at an estimated value of \$9,000,000. The value of production in FY 2000 was down by \$7,000,000 from FY 99 because of adverse weather.

Source of Funds

This program was implemented utilizing \$143,709 from section 1444 of the 1977 NARETPA and \$61,588 of state matching funds. The Cooperative Extension Program expended a total of 4.5 FTEs on agriculture profitability.

Scope of Impact

Commercial fruit and vegetable production are major alternative enterprises for small farmers in Mississippi. Because of these alternative crops, small farmers are able to stay on the farm and enjoy a quality of life that they otherwise would not enjoy. This program impacted small farmers in 19 counties along the Mississippi River and three counties in east central Mississippi. Commercial vegetable production can be a major economic development program for Mississippi.

Key Theme – Diversified/Alternative Agriculture

Extension specialists, agents and research scientists are concentrating on the promotion of new alternative enterprises designed to improve small farm income and overall viability. The first objective of the program was to conduct education activities that would lead to a 25%

increase in acreage of syrup crops, sweet corn and green peanuts. The second objective was to conduct educational programs designed to encourage minimum use of pesticides and yet, stay competitive, utilizing new and more aggressive varieties in order to improve yields, quality, and income.

Impact

Agents and specialists conducted 151 production meetings, demonstrations, tours and field days and made 2,324 farm and home visits. Small farmers produced 23,903 acres of traditional crops, and 1,648 acres of emerging alternative crops. Farmers following a diversified production program administered by extension agents and specialists produced crops valued at more than \$9,500,000.

Source of Funds

The diversified/alternative agriculture program was implemented utilizing \$143,709 appropriated through Section 1444 of the 1977 NARETPA and \$61,588 from state matching funds. The Cooperative Extension Program utilized a total of 4.5 FTEs on diversified/alternative agriculture.

Scope of Impact

Activities conducted and output received benefitted small farmers over most of Mississippi and sections of Arkansas. Income generated in the state of Arkansas will be reported by that state.

Key Theme – Grazing

Small farms make up a large percentage of the livestock producers in the state. However, the forage produced on many of these farms are of poor quality and has very low yields. Large

numbers of small producers depend on native pasture species and have not applied proper soil amendments for forage production. The objective of the grazing program is to improve the acreage, varieties and quality of forage crops produced by small farmers. Emphases are placed on getting farmers to producing new and improved hybrid varieties of grasses and to improve the production and management skill of producers.

Impact

The quality of forage crops was improved. Four hundred sixty-three (463) farmers made significant improvements in the quality and yields. Thirty-nine (39) farmers planted winter grazing for swine, 337 farmers planted winter grazing for cattle, 115 for goats and 32 for horses. One hundred-eleven (111) farmers planted 6,551 acres of summer pasture.

Source of Funds

The grazing program was implemented utilizing \$95,807 of funds appropriated through Section 1444 of the 1977 NARETPA and \$41,060 state matching funds. The Cooperative Extension Program utilized 3 FTEs in implementing the program on grazing.

Scope of Impact

Activities conducted and output received benefitted small farmers in 14 counties of southwest Mississippi.

Key Theme – Animal Production Efficiency

The production of livestock (swine, beef, cattle and meat goats) remain major alternative enterprises for small farmers in the state. While small farmers in Mississippi produce a small percentage of the livestock consumed in the state, the number of producers out number larger commercial producers. Small livestock producers must improve breeding stock, improve herd

health and management practices in order to sustain their operations. The objectives of the animal production and efficiency program is to conduct educational programs that will increase production and overall quality. Educational programs emphasized selecting and implementing recommended breeding practices, herd health, pest control, value-added processing, and the organization of small farm cooperatives.

Impact

Extension agents and specialists conducted 85 workshops, seminars, field days, demonstrations and tours. More than 5,117 producers participated. As a result of educational programs conducted by extension personnel, small farmers sold livestock valued at over \$18,000,000.

Source of Funds

The animal production efficiency program was implemented utilizing \$143,709 appropriated through Section 1444 of the National Agriculture, Research, Extension and Teaching Policy Act of 1977 and \$61,595 of state matching funds. The Cooperative Extension Program utilized a total of 4.5 FTEs on animal production efficiency.

Scope of Impact

Small farmers in 21 Mississippi counties (14 counties located in southwest Mississippi) are the primary beneficiaries.

Key Theme – Aquaculture

There are hundreds of small land owners in the state with 40-60 acres. Most of these farmers are middle age and derive most of their income from off farm employment. Many of the farmers have existing ponds on their property. The ponds can be made productive by producing

catfish for fee fishing, recreation, home consumption or expanding into larger commercial operations.

The aquaculture program objectives are to inform rural families of the opportunities available to increase income and improve quality of life, offer educational programs on production and marketing of fingerlings, and expand the technical support team through partnerships with other agencies, institutions and organizations.

Impact

Extension agents and specialists conducted 25 workshops, seminars and tours. More than 515 small farmers/landowners participated. Small farmers/landowners increased acreage in fish production in FY 2000 by 1,982 acres. The same small farmers produced more than 26,800,000 pounds of fish at an estimated value of \$20,000,000.

Source of Funds

The aquaculture program was implemented utilizing \$143,709 appropriated through Section 1444 of the 1977 NARETPA and \$61,588 of state matching funds. The Cooperative Extension Program allocated a total of 4.5 FTEs to aquaculture.

Scope of Impact

The aquaculture program has significantly impacted the income and quality of life of hundreds of families in the state. The most significant impact is on farm families in southwest and northwest Mississippi.

Overview of Goal

Goal 2: To provide a safe and secure food and fiber system

Although educational materials exist on food safety, research shows that many families do not take the time to properly store and handle foods that could become a health hazard. Because of dire poverty on the lower edges of the Mississippi Delta, many families desire means to grow and preserve home grown foods. Alcorn State University extension is currently gearing up to provide adequate leadership in this high priority area. As a result of Alcorn's program on food safety, there has been significant decreases in food-borne diseases in farm families in Southwest Mississippi. Meat, poultry and fish are consumed several times per week by most families, thus increasing the probability of individuals becoming afflicted by some food-borne disease. The process of selecting, buying, preparing, cooking and storing is vital to the health of the family.

The major focus of program implementation of goal 2 was imbedded in the area of Family, Youth and Community Development. This area was poised to generate more impact in southwest Mississippi to meet the needs of our primary clientele. However, collaboration with agricultural programs personnel was highly recommended. Priority was given to addressing the needs of families since the handling of foods occurs frequently and outbreaks of food-borne diseases have been reported throughout the State of Mississippi. Major results included the development of a handbook that addressed safe food handling in the home as well as in industry.

Total Expenditures By Source of Funding

The Alcorn Cooperative Extension Program devoted a total of four FTEs to the accomplishment of educational programs implemented under Goal 2. Funds expended for this

goal consist of \$113,145 from section 1444 of the National Agriculture Research, Extension, and Teaching Policy Act of 1977 (NARETPA) and \$44,059 of state matching funds.

Key Theme - Food Safety and Handling

Two program Specialists and seven home economists were assigned the responsibility of developing a resource manual on food safety and handling and implementing the program in fourteen counties. Additionally, pamphlets were to be generated at an elementary literacy level and demonstrations were to be held in public housing facilities, local industries, and low income sections of the communities. These tools and efforts were intended to prevent food-borne illnesses and promote safe food preparation and storage. The process of selecting, buying, preparing, cooking and storing is vital to the health of the family.

Impact

Documents developed were used to prevent the spread of food-borne illnesses and support the safe handling of foods in selection, preparation, cooking and storage. Fifty- seven (57) workshops were held in 14 Southwestern counties. Three hundred (300) families were recipients of this training. Seventeen (17) workshops were held in public high schools to inform youth about the safe handling of food items, providing educational information to 700 youth.

Source of Funds

The Alcorn Cooperative Extension Program devoted a total of four FTEs to the accomplishment of educational programs implemented under Goal 2. Funds expended for this goal consist of \$113,145 from section 1444 of the National Agriculture Research, Extension, and Teaching Policy Act of 1977 (NARETPA) and \$44,059 of state matching funds.

Scope of Impact

Program efforts were concentrated in the southern region of the state, prioritizing TANF recipients, industry, and high school students.

Overview of Goal:

Goal 4 : To achieve greater harmony (balance) between agriculture production activities) and (stewardship and protection of) the environment

The rich soils and long growing seasons in the state of Mississippi favor the production of a wide variety of crops and livestock. However, the increased production of livestock in confinement and the excess use of pesticides contaminates water supplies and creates an imbalance in the environment.

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 groups. Nitrogen and phosphorous are the primary environmental pollutants excreted in animal waste. Contamination of groundwater especially in rural areas where more than 95% of the population's water is obtained is a serious problem.

Small farmers in Mississippi have traditionally been concern about conserving and sustaining their farmland. However, they have not participated in conservation programs provided by the USDA/NRCS at the same level as larger farmers. Alcorn's Cooperative Extension Program has provided the leadership in getting these farmers to partner with the various agencies to improve their participation in environmental programs.

Small farmers also need to acquire knowledge and technology on improving water quality in order to maintain their fish operations. During FY 2000, educational program conducted under goal 4 were directed toward forestry management and improving sustainable agricultural practices by small farmers. Extension agents and specialists conducted 58

educational workshops, seminars and tours; and 1,460 small farmers, youth and community leaders participated. Farmers participating in water quality workshops improved both the quality and quantity of aquaculture production.

Total Expenditure for Goal 4

Alcorn's Cooperative Extension Program devoted a total of five (5) FTEs to accomplish educational activities implemented under goal 4. Funds expended for this goal consisted of \$159,677 appropriated through Section 1444 National Agriculture Research Extension and Teaching Policy Act of 1977 (NARTPA) and \$68,433 of state matching funds.

Goal 4 – Key Theme – Forest Resource Management

Landowners are in desperate need of forest management plans prepared by a professional forester. Many small landowners are not aware of the value of growing timber for profit. Small forest landowners do not know where to go to obtain information about tree farming. Past forest production practices by ancestors were not lucrative. Therefore, thousand of acres of forest land lay idle without any type of management program.

Impact

During FY 2000, Extension agents and specialists developed marketing brochures for distribution to the general public. Twenty-eight (28) workshops, seminars and field days were conducted. More than 1,500 landowners participated. During workshops, landowners were provided information on the following: where to obtain information regarding USDA and state forestry programs, cost and returns from forestry production and management programs, developing management plans for small forest landowners, and creating small forest landowners monitoring committee to educate landowners on applying effective and improved management

practices. Educational programs resulted in increased acreage being planted in trees and small farmers adopting improved management plans.

Source of Funds

This program was implemented utilizing \$95,806 appropriated through Section 1444 of the 1977 NARETPA, \$41,060 from state matching funds and significant support from the Mississippi Forestry Commission. The Cooperative Extension Program utilized three FTEs in implementing the Forest Resource Management Program.

Scope of Impact

Activities conducted and output received, benefitted small farmers in 14 counties of southwest Mississippi.

Key Theme – Sustainable Agriculture

Specific objectives implemented under sustainable agriculture will be reported during FY 2002.

Source of Funds

Sustainable agriculture programs were implemented utilizing \$63,871 appropriated through Section 1444 of the 1977 NARETPA and \$27,373 of state matching funds. The Cooperative Extension program utilized two FTEs to implement sustainable agriculture programs.

Overview of Goal:

Goal 5: To enhance economic opportunities and the quality of life among families and communities

Although families, youth and communities in rural Mississippi have experienced some social and economic gains, according to the most recent Census and Kid Count reports, many of these children, youth and families still live in poverty and their communities are still unable to provide them or their families with economic opportunities. These families are currently considered as the working poor.

The educational programs implemented by the Alcorn Cooperative Extension Family, Youth and Community Development unit are designed to provide practical and research based information. Educational programs were conducted during FY 2000 by utilizing the expertise of Alcorn Cooperative Extension Program Specialists, Area Coordinator, and Extension Agents with input from the Research Staff and the Small Farm Development Center. Educational programs implemented were designed to address the problematic approaches in the following area: Family Life and Child Development, Teen Pregnancy Prevention, Youth Health Issues (STD/HIV/AIDS), After School Care and Education, Diet and Nutrition, and Clothing and Textile. Programs were also implemented in Rural Entrepreneurship; Small Business Development; Family, Youth and Community Capacity Building; and Leadership Development.

The educational programs conducted in the area of Family, Youth and Community Development during FY 2000 focused primarily on goal #5 established by The National Agriculture Research, Extension, Education and Economics Advisory Board. This national goal is: To enhance economic opportunities and the quality of life among families and communities. Ninety percent (90%) of the work conducted by the Cooperative Extension Program in FY 2000 was directed toward the accomplishment of this goal.

The future of every society depends on the positive development of its children, youth and families. When attention is given to the physical, intellectual and moral growth of our families, youth and children, we give them the skills, values, opportunities and confidence necessary to succeed as adults, earners, parents, citizens and leaders.

There is reason to believe that most of today's 71 million American children who are under 18 years of age will reach adulthood, capable of contributing to the economy, the community and the larger society. That expectation is reinforced by what we are seeing in several important measures of childhood well-being such as: infant mortality rates are down, teen pregnancy and birth rates are beginning to decline, many families with children are escaping welfare, juvenile violent crime is receding, childhood immunization rates are up, more children are enrolled in pre-school programs, and more young people are completing high school.

Nevertheless, a significant percentage of our children remain at risk of not being full participants in the promise of the 21 century. While a large share of all American children are growing up without any easily identified disadvantages, more than half confront at least one vulnerability in their family circumstance that could compromise their future. Far more alarming, 13 percent, or 9.2 million, of our children are growing up with a number of disadvantages that could curtail, if not destroy, their chances of becoming productive adult participants in the mainstream of Mississippi's and America's future.

Key Theme – Children, Youth and Families at Risk

The Extension Specialists and Extension Agents conducted group meetings, workshops, field days, day camps and youth summits in the local public school systems and communities on Teenage Pregnancy Prevention, Sexually Transmitted Diseases (STD's/HIV/AIDS), Career Development/Workforce Preparedness, Building Self-Esteem, Tobacco Prevention and Education, and 4-H and Youth Development.

Impact

During FY 2000, two thousand three hundred seventy four (2,374) youth and 140 parents participated in 44 Teen Pregnancy Prevention group meetings and workshops. In general, the overall effectiveness of the program was assessed using a pre-post test designed by the teen pregnancy curriculum "Project Taking Charge."

In the area of teen pregnancy, we experienced a 20% reduction in the number of youth who became pregnant. There has been a noticeable decline in the 14 counties served by the Alcorn Cooperative Extension Program (ACEP) and the state of Mississippi. From the pre-post test, over 50% of the youth who participated in the various workshops said they would postpone sexual activity until marriage or until they were in a committed relationship. Most of the objectives were met in the various workshops.

In the area that relates to Youth Health Issues, there were 49 group meetings conducted on Sexually Transmitted Diseases (STDs) and AIDS Awareness. Two thousand nine hundred seventeen (2,917) youth and 328 adults participated in these programs in nine local schools and six community centers. To determine the effectiveness of this program, the evaluation tool developed with the curriculum was used. According to the objectives of the program, the main thrust of these workshops were to promote awareness and provide knowledge that dealt with the

transmission and prevention of the STDs. According to the post-test, 65% of the youth participating in the workshops understood how STDs and HIV/AIDS are transmitted and prevented.

Source of Funds

The Alcorn Cooperative Extension Program devoted a total of 1.2 FTEs to the accomplishment of this educational program implemented under Goal 5. Funds expended for this goal consisted of \$33,956 from section 1444 of the National Agriculture Research, Extension, and Teaching Policy Act of 1977 (NARETPA) and \$13,205 of state matching funds.

Scope of Impact

Program efforts were concentrated in 14 Southwest Mississippi counties served by the Alcorn cooperative Extension Program. The targeted audience were middle and high school students.

Key Theme: Human Health

The Alcorn Cooperative Extension Program, along with the Partnership for a Healthy Mississippi conducted a Tobacco Prevention and Education Project. The program was designed to reduce the number of youth smokers in Southwest Mississippi.

Impact

In FY 2000, four thousand one hundred twenty-seven (4,127) youth participated in 75 workshops. There were 12 Tobacco Education Day Camps, with 320 youth attending. Two Youth Tobacco Summits were conducted on the campus of Alcorn State University. One hundred Thirty-five(135) elementary school students and 175 high school students attended the two summits. All of the objectives were satisfied or exceeded expectations. A special note, the

sessions on self-esteem was considered to be the most effective by the participants primarily because these sessions offered real life resolution to internal conflicts faced by the targeted youth population.

Source of Funds

The Alcorn Cooperative Extension Program devoted a total of one (1.0) FTE to the accomplishment of human health educational programs implemented under Goal 5. Funds expended for this goal consist of \$28,297 from section 1444 of the National Agriculture Research, Extension and Teaching Policy Act of 1977 (NARETPA), \$11,004 of state matching funds and \$100,000 from the Mississippi State Legislature and Mississippi Attorney General Office.

Scope of Impact

Programs were concentrated in the 14 counties served by the Alcorn Cooperative Extension program. The targeted audiences were elementary, middle and high school students.

Key Theme - Workforce - Youth and Adult

The Youth Development Specialist developed a Career Development curriculum entitled “The Working Class” to provided educational information to middle and high school students.

Impact

The Alcorn Cooperative Extension Staff conducted 75 Career Development/Workforce Preparedness workshops in the local junior high and high schools and vo-tech centers. Three thousand one hundred sixty nine (3,169) youth and 325 adults participated in the Career Development/Workforce Preparedness Program, “The Working Class”. The program involved the Extension staff, teaching faculty, and local businesses. The Career Development/Workforce

Preparedness Program was successful. Eighty-nine (89%) of the youth who participated in this program can accurately complete a letter of application, a resume, and two types of applications, and they successfully completed the interviewing process.

Source of Funds

The Alcorn Cooperative Extension Program devoted a total of two FTEs to the accomplishment of educational programs implemented under Goal 5. Funds expended for this goal consisted of \$56,593 from section 1444 of the National Agriculture Research, Extension, and Teaching Policy Act of 1977 (NARETPA) and \$22,009 of state matching funds.

Scope of Impact

Program impact were concentrated in the 14 southwest counties served by the Alcorn Cooperative Extension Program. The targeted audiences were middle and high school students in Tech Prep and Vocational Education Programs.

Key Theme – Youth Development/4H

Through the efforts of the Extension Agents and the Youth Specialist, various youth development programs and activities have been conducted. Also, several 4-H community and school-based clubs have been organized.

Impact (Youth Development)

Another activity, Building Self-Esteem and Self-Imaging, has enjoyed a high level of success. Eighty-two (82) group meetings and workshops were conducted on Building Self-Esteem for youth and adults. One thousand six hundred eight (1,608) youth and 187 adults participated. These programs were designed to increase youth image of themselves and a pre-

post test was used to evaluate the effectiveness the program. Thirty percent (30%) of the youth participants stated that they felt better about themselves.

Impact (4-H)

The 4-H Youth Development Program through the efforts of the Extension Youth Agents have organized 10 Community-based youth clubs with 151 members enrolled and seven school-based clubs with 111 enrolled. Five (5) volunteer leader training sessions were conducted for 39 volunteer leaders. Thirty-eight (38) youth attended the Southwest District Project Achievement Day and 36 attended State 4-H Club Congress. Other activities 4-H participated in were county fairs and fashion revues. These Programs will continue into FY'01 in the 14 counties served by The Alcorn Cooperative Extension Program.

Source of Funds

The Alcorn Cooperative Extension Program devoted a total of one (1.0) FTE to the accomplishment of educational programs implemented under Goal 5. Funds expended for this goal consist of \$28,297 from section 1444 of the National Agriculture, Research, Extension, and Teaching Policy Act of 1977 (NARETPA) and \$11,004 of state matching funds.

Scope of Impact

Program efforts were concentrated in the 14 counties in Southwest Mississippi served by the Alcorn Cooperative Extension Program. The youth in the various communities and schools participated.

Key Theme - Parenting Education

One Extension Specialist developed a resource manual on the “Challenges and Principles of Parenting.” Five brochures were developed to complement the manual to provide educational information to 513 clients. The brochures were developed in the following order: 1) Single and Raising Children, 2) Effective Discipline Technique for the Working Parent, 3) Understanding the Developing Child, 4) Managing Stress and Anxiety, and 5) Roundtable Talks with Children. Parents were encouraged to participate in a series of four scheduled workshops. County Home Economists conducted the workshops using the developed materials as resources. Programs were implemented in public housing projects, scheduled home visits and the extension office. Collaborating institutions included: The Mississippi Department of Human Services, Mississippi Coalition of Mothers and Children, Faith Based Organizations and local schools parenting programs.

Impact

The program was implemented in 13 southwestern Mississippi counties. The general public was encouraged to sign up to receive a newsletter that was published quarterly and included articles on effective parenting techniques.

Source of Funds

The Alcorn Cooperative Extension Program devoted a total of 5.13 FTEs to the accomplishment of parenting educational programs implemented under Goal 1. Funds expended for this goal consist of \$145,108 from section 1444 of the National Agriculture Research, Extension, and Teaching Policy Act of 1977 (NARETPA) and \$56,506 of state matching funds.

Scope of Impact

Program efforts were concentrated in the southern region of the state, prioritizing TANF recipients, industry, high school students, and single parents.

Key Theme - Dressing for Success “The Power of Clothing”

One Extension Specialist developed a resource manual on “Clothing Science”. A total of 511 high school students were recruited to participate in the Family and Consumer Science Clothing Study. The students were introduced to the following subjects: Clothing selection techniques, personal development, money management and appearance and fitness workshops. Each program was designed to be instrumental in enhancing students self-esteem, entrepreneurship possibilities and psychological effects of external and internal body coverings. The main focus of the clothing program is to address the needs of limited resource individuals by empowering them to become self-sufficient.

Impact

During FY 99/2000 the clothing and textile specialists and extension agents conducted 53 workshops and developed five brochures and published two (2) bi-annual newsletters that were disseminated to 2,000 youths and 400 adults.

Source of Funds

The Alcorn Cooperative Extension Program devoted a total of 3.58 FTEs to the accomplishment of clothing educational programs implemented under Goal 5. Funds expended for this goal consist of \$101,303 from section 1,444 of the National Agriculture Research, Extension, and Teaching Policy Act of 1977 (NARETPA) and \$39,395 of state matching funds.

Scope of Impact

Program efforts were concentrated in the southern region of the state, prioritizing TANF recipients, industry, and high school students.

Key Theme - Leadership Training and Development

Extension Specialists and field staff developed several brochures and pamphlets to address the concerns of the community. These educational materials were based on a recent survey (community assessment) in 2000 to determine how well rural communities reached out to support agencies for assistance in planning strategies for community development. The educational series focused on new approaches to creating value-added, alternative enterprises for community enhancement and expansion. According to the 1990 census report, five percent of Americans control 95 percent of the nation's wealth. To off-set this imbalance, efforts were made to motivate individuals and families to pursue entrepreneurship ventures which would provide for family subsistence and economic power for the community.

Impact

During FY 99/2000 extension agents conducted five educational programs for youth in five southwestern Mississippi counties, 160 youth participated in the effort. Forty-five (45) units and governmental collaborative partnerships were identified and encouraged. As a result of a community needs assessment issued to 2,000 residents, we received 1,138 responses. This indicated that the communities were really interested in identifying critical issues on community stability and enhancement. Five (5) brochures were developed. Additionally, 25 advisory groups were organized for program leadership and direction.

Source of Funds

The Alcorn Cooperative Extension Program devoted a total of .3 FTE to the Leadership Development and Training Programs of educational programs implemented under Goal 5. Funds expended for this goal consisted of \$84,890 from section 1444 of the National Agriculture Research, Extension, and Teaching Policy Act of 1977 (NARETPA) and \$33,013 of state matching funds. Total allocation for community development was \$196,505, the remaining funds were used for program updates and modifications.

Scope of Impact

Program efforts were concentrated in the southern region of the state, prioritizing TANF recipients, industry, and high school students.

Stakeholder Input

Stakeholder input was obtained from three primary sources: advisory committees, local elected officials and through the conduct of town hall meetings.

1. Advisory Committees – A significant portion of our stakeholder input is provided by county advisory committees. Advisory committees are made up of program recipients, allied agencies and community leaders. Advisory committees in each of the participating counties meet a minimum of twice per year. The purpose of these groups are to provide input in determining the priorities for inclusion in the plan of work and to assist in directing its implementation. The committee structure consists of an overall county advisory committee and several program and commodity subcommittees.
2. Local elected officials – Members of the county and area staff meet at least once per year with local elected officials including state legislators, members of the county Board of Supervisors, Mayor and other locally elected officials. The purpose of the meeting is to provide local officials with a progress report on educational programs conducted in the county and to solicit feedback from these officials on emerging concerns to use to develop pro-active strategies for inclusion in the plan of work.

Town Hall Meetings

At the University level, five town hall meetings were conducted during the late spring of FY 2000. The general public in targeted sections of the state was invited to participate in these meetings. During FY 2000, meetings were held in Woodville, Natchez, Jackson, Charleston, and Belzoni, Mississippi. Extension administrators and specialists gave an overview of the current plan of work. Participants were invited to ask questions and to provide feedback for incorporation into the plan of work. Immediate concerns were responded to within 30 days of the town hall meetings.

The stakeholder input process is one of the most useful tools in the planning and implementation process. Stakeholders not only provides useful input that meet the immediate needs and aspirations of the community, but the use of stakeholders speeds up the process of adoption of new innovations.

Program Review Process

No significant changes have occurred in Alcorn State University's Cooperative Extension Program review process since the five year plan of work was submitted.

Alcorn State University

Alcorn Cooperative Extension Program Annual Report of Accomplishments and Results FY 2000

Submitted to:

United States Department of Agriculture
Cooperative State Research, Education, and Extension Service

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