

# Fairs and Festivals at Jackson's Mill

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## V(A). Planned Program (Summary)

### 1. Name of the Planned Program

Fairs and Festivals at Jackson's Mill

## V(B). Program Knowledge Area(s)

### 1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
803	Sociological and Technological Change Affecting Individuals, Families and Communities	40%			
806	Youth Development	10%			
903	Communication, Education, and Information Delivery	50%			
<b>Total</b>		100%			

## V(C). Planned Program (Inputs)

### 1. Actual amount of professional FTE/SYs expended this Program

Year: 2007	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>	0.5	0.0	0.0	0.0
<b>Actual</b>	0.5	0.0	0.0	0.0

### 2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c 13816	1890 Extension	Hatch	Evans-Allen
	0	0	0
1862 Matching 13816	1890 Matching	1862 Matching	1890 Matching
	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

## V(D). Planned Program (Activity)

### 1. Brief description of the Activity

1. State Fair of West Virginia exposure to educational opportunities in extension. 2. Fairs and Festivals held at WVU Jackson's Mill – Stonewall Jackson Arts and Crafts Jubilee, Lewis County Fair. 3. Association with various fairs and festivals across the state with WVU Jackson's Mill "history hitting the road" program. 4. Staff involvement with WV Fairs and festivals Association.

### 2. Brief description of the target audience

Targeted audiences are those attending the various fairs and festivals across the state, including youths.

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

**Target for the number of persons (contacts) reached through direct and indirect contact methods**

	<b>Direct Contacts Adults</b>	<b>Indirect Contacts Adults</b>	<b>Direct Contacts Youth</b>	<b>Indirect Contacts Youth</b>
<b>Year</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>
<b>Plan</b>	10000	10000	5000	5000
2007	13000	30000	15500	34350

**2. Number of Patent Applications Submitted (Standard Research Output)**

**Patent Applications Submitted**

**Year Target**

**Plan: 0**

2007: 0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

	<b>Extension</b>	<b>Research</b>	<b>Total</b>
<b>Plan</b>			
2007	0	0	0

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

Contacts in various communities throughout the state

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2007	10000	45000

**Output #2**

**Output Measure**

Individuals participating in educational events at Jackson's Mill during fairs and festivals.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2007	10000	35000

**Output #3**

**Output Measure**

PR/marketing contacts with fairs and festivals throughout WV

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2007	15	45

**V(G). State Defined Outcomes**

<b>O No.</b>	<b>Outcome Name</b>
1	Increased knowledge of the public and directors of fairs and festivals about WVU and Extension. Base data have not yet been collected.

**Outcome #1**

**1. Outcome Measures**

*Not reporting on this Outcome for this Annual Report*

**2. Associated Institution Types**

**3a. Outcome Type:**

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
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**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

**What has been done**

**Results**

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
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**V(H). Planned Program (External Factors)**

**External factors which affected outcomes**

Natural Disasters (drought,weather extremes,etc.)

Economy

Government Regulations

Competing Public priorities

Competing Programmatic Challenges

Populations changes (immigration,new cultural groupings,etc.)

**Brief Explanation**

{No Data Entered}

**V(I). Planned Program (Evaluation Studies and Data Collection)**

**1. Evaluation Studies Planned**

Comparisons between program participants (individuals,group,organizations) and non-participants

Comparison between locales where the program operates and sites without program intervention

**Evaluation Results**

{No Data Entered}

**Key Items of Evaluation**

{No Data Entered}