

# Program in Community and Rural Sociology

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

### 1. Name of the Planned Program

Program in Community and Rural Sociology

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

### 1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
608	Community Resource Planning and Development			20%	
803	Sociological and Technological Change Affecting Individuals, Families and Communities			60%	
805	Community Institutions, Health, and Social Services			20%	
<b>Total</b>				100%	

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

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

Year: 2008	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>	0.0	0.0	1.9	0.0
<b>Actual</b>	0.0	0.0	3.2	0.0

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

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
0	0	53144	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	0	451037	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	64361	0

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

**1. Brief description of the Activity**

Programmatic activities in the Department of Community and Rural Sociology fall into three primary areas. The first, and foremost, involves a variety of activities in the social dimensions of agri-food systems. This includes research on the management strategies of various categories of agricultural producers in the State of Washington, including their marketing strategies. The latter includes a special emphasis on understanding, and developing strategies for improving, producers participation in local and regional food networks. Major sub-goals are to improve market access for small, minority and women farmers, and to improve access by local residents to health foods. A second goal of the Department's programmatic activities is to assist forest service planners and local policy makers in implementation and assessment of strategies to help rural economies transition from being dependent on resource extraction activities to a more diverse economic development strategy that also includes tourism and amenity migration. The Department's third goal is work on improving the quality of mixed-mode surveys, with special emphasis on improving the visual quality of various survey instruments.

**2. Brief description of the target audience**

The target audience will include policy makers at local, state, and national levels; Forest Service personnel in the Pacific Northwest and Alaska; consumers and non-profit public consumer groups; farmers in Washington State, particularly small and family farm operations; development agencies that serve women farmers, minority farmers, and small-scale farmers; and practitioners of survey research methodologies.

**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>	400	2500	0	0
2008	500	3670	0	0

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

**Patent Applications Submitted**

<b>Year</b>	<b>Target</b>
<b>Plan:</b>	0
2008:	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>	0	6	
2008	0	7	7

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

**Output Target**

**Output #1**

**Output Measure**

Peer reviewed journal articles

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	6	7

**Output #2**

**Output Measure**

Graduate students supported by Agricultural Research Center funds including grants

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	2	0

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

<b>O No.</b>	<b>Outcome Name</b>
1	Steady increase in the number of state residents accessing bulletins and other stakeholder directed publications via the department website
2	Steady increase in number of state residents accessing survey results via the department website

**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**

- Economy
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Populations changes (immigration,new cultural groupings,etc.)

**Brief Explanation**

Population changes have been added to the list since some of our projects address the needs/interests of minority and women farmers, who are becoming an increasingly large percentage of the state,s agricultural producers.

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

**1. Evaluation Studies Planned**

- Retrospective (post program)
- During (during program)
- Comparisons between program participants (individuals,group,organizations) and non-participants

### **Evaluation Results**

Information generated as a result of research project conducted by faculty in the Department of Community and Rural Sociology are in high demand, as evidenced by the increasing frequency with which outreach publications and survey results are accessed by various stakeholder groups. These groups include agricultural producers (including minority and women farmers), local and state policy makers, farmers & market managers, Forest Service personnel, food consumers, and survey research practitioners. Stakeholders such as farmers and managers use information generated by Department projects to improve their marketing practices, while other stakeholder groups use the information to help inform public policy debates. For example over 500 Washington State farmers have developed new or revised business plans as a result of Departmental programmatic efforts. While the ultimate impact of such plans, and the use of the information provided through other Departmental programs is difficult to determine because such assessments can be nearly as costly to implement as the cost of the research projects themselves, the Department is currently working on the development of an on-line survey research tool that could provide some information on those impacts.

### **Key Items of Evaluation**