

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

**Program # 9**

**1. Name of the Planned Program**

Massachusetts Center for Agriculture Administration

Reporting on this Program

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

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
902	Administration of Projects and Programs	100%		0%	
	<b>Total</b>	100%		0%	

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

1. Actual amount of FTE/SYs expended this Program

Year: 2012	Extension		Research	
	1862	1890	1862	1890
Plan	8.0	0.0	1.5	0.0
Actual Paid Professional	9.6	0.0	0.0	0.0
Actual Volunteer	0.0	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	1890 Extension	Hatch	Evans-Allen
969074	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
315105	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
281407	0	0	0

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

1. Brief description of the Activity

Administration of Extension and Experiment Station Projects and Programs  
 Administration and oversight at UMass farms facilities  
 Website and Other Computer-based delivery

Printed Material  
 Planning and Integration

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

University Administrators  
 Faculty  
 Staff  
 Growers  
 Food Industry  
 Agriculturists

**3. How was eXtension used?**

eXtension was not used in this program

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

**1. Standard output measures**

2012	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Actual</b>	150	150	0	0

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

**Patent Applications Submitted**

Year: 2012  
 Actual: 0

**Patents listed**

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

**Number of Peer Reviewed Publications**

2012	Extension	Research	Total
<b>Actual</b>	0	0	0

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

**Output Target**

**Output #1**

**Output Measure**

- Administrative Initiatives, Systems and Procedures

Not reporting on this Output for this Annual Report

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

**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	Massachusetts Center for Agriculture projects and initiatives are sustained and advanced, consistent with organizational expectations and stakeholder needs

## **Outcome #1**

### **1. Outcome Measures**

Massachusetts Center for Agriculture projects and initiatives are sustained and advanced, consistent with organizational expectations and stakeholder needs

Not Reporting on this Outcome Measure

### **V(H). Planned Program (External Factors)**

#### **External factors which affected outcomes**

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Competing Programmatic Challenges
- Populations changes (immigration, new cultural groupings, etc.)

#### **Brief Explanation**

### **V(I). Planned Program (Evaluation Studies)**

#### **Evaluation Results**

Three hundred sixty-five individuals were identified by program staff as potential respondents for an external stakeholder survey. Our intention was to assess internal and external stakeholders and specific attention was directed towards attempting to obtain feedback from individuals not previously engaged with the Center or extension programming. A selection of questions and results from the stakeholders survey follows:

Aside from nationally recognized research and access to affordable student education, what do you think MA citizens expect from a high-quality state university? (top 3 responses)

- tools and technologies
- expert advice and consultation
- diagnostic services

How can UMass Amherst best contribute to agriculture and food systems in Massachusetts? (top 3 responses)

- conduct scientific investigations of agriculture and food systems
- support sound environmental practices for Massachusetts agriculture
- inform policy and legislation related to agriculture & food systems

How can UMass Amherst best contribute to environmental stewardship in Massachusetts? (top 3 responses)

- conduct environmental science research

- educate state or local officials, boards and environmental decision-makers

- develop environmental assessment tools and technologies

How can UMass Amherst best contribute to the positive development of youth in  
Massachusetts? (top 3 responses)

- Enrich science, technology, engineering and math education

- Involve youth in local agriculture and food systems

- Involve youth in environmental stewardship programs

How can UMass Amherst best contribute to the nutritional health and physical well-being of  
Massachusetts residents? (top 3 responses)

- Conduct scientific investigations of nutritional health & physical well-being

- Support farm to school programs

- Inform Massachusetts health policy, regulation and legislation

### **Key Items of Evaluation**