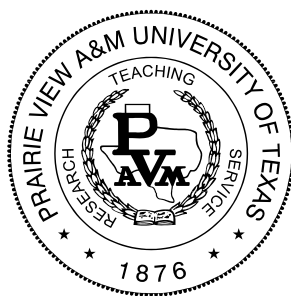

FY 2003 ANNUAL REPORT OF ACCOMPLISHMENTS & RESULTS

COOPERATIVE EXTENSION PROGRAM



PRAIRIE VIEW A&M UNIVERSITY
Prairie View, Texas

Submitted by:

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Date

**COOPERATIVE EXTENSION PROGRAM - Prairie View A&M University
Prairie View, Texas**

FY 2003 ANNUAL REPORT OF ACCOMPLISHMENTS AND RESULTS

PLANNED PROGRAMS

**GOAL 1: AN AGRICULTURAL SYSTEM THAT IS HIGHLY COMPETITIVE IN THE
GLOBAL ECONOMY.**

OVERVIEW/EXECUTIVE SUMMARY

The Agriculture and Natural Resources Program area responded to several issues and concerns of limited resource audiences this year. As a result, educational programs and activities focused on integrated management practices and technologies that would enable these audiences to become more competitive and viable. A broad set of relevant management strategies were taught including risk management, sustainable agriculture, farm safety and other practices designed to improve stability and profitability. Assisting beginning or existing farmers and ranchers in purchasing or leasing a farm or ranch or acquiring additional acreage or resources; farm financial management; whole farm systems; farm pond construction and management; and enhanced business management and marketing skills were other areas where programming took place.

Specifically, educational programs and result demonstrations were developed and delivered in the areas of animal production efficiency, aquaculture, rangeland and pasture management, plant production efficiency, and agricultural profitability. An unusually high number of individuals participated and took advantage of the various programs and activities offered as compared to previous years.

Six thousand five hundred and ninety-nine individuals took part in programs on animal production efficiency. A majority indicated they had acquired at least one or more new skills and plan to implement that newly acquired knowledge into some phase of their operations. At least 291 individuals who took part in farm pond management training indicated they, too, had gained some knowledge on how to enhance production and would test the concepts to determine their usability. Of the 2,308 individuals in attendance at the various meetings or who were one-on-one contacts, 579 reported that they had or would use what they had learned. In the area of plant production efficiency, 60 reported an increase in awareness and understanding regarding production and alternative food crop enterprises.

From the 14 counties where 1890 programming in agriculture and natural resources is taking place, 5,706 participated in the workshops and clinics offered in the area of profitability or farm financial management and marketing. Four thousand two hundred and three participants reported that they have adopted Extension recommendations in key areas. Twenty-eight producers reported the development of a forest management plan.

Based on the rate of adoption of recommended practices by clientele, the goals contained within the five year plan will be met. Agriculture producers are expected to continue to improve their production, management and marketing skills.

TOTAL EXPENDITURES BY SOURCE OF FUNDING AND FTE's:

FUNDING			FTE's
Federal	State	Total	---
\$506,617	\$252,808	\$758,425	12.77

Key Theme - Animal Production Efficiency

- a. Personnel in the agriculture and natural resources program area implemented several clinics, workshops, farm tours, and seminars in the 14 counties where the program is located. Growth, production, marketing, selling of livestock, particularly beef cattle; systems that improve health, production efficiency, and sustainability were points of emphasis. Cooperating entities included the College of Agriculture and Human Sciences, Farm Service Agency, Natural Resources and Conservation Service, Landowners Association of Texas, Texas Farm Bureau, Texas Cooperative Extension, the Texas Small Farmers & Ranchers Community Based Organization and the Texas & Mexico Border Coalition.
- b. Impact - Six thousand eight hundred and twenty-one individuals participated in educational meetings, clinics, workshops and farm tours. Two hundred and thirteen mass media articles, programs, and feature stories were prepared in support of this effort. Two thousand two hundred and fifteen one-on-one contacts were made with producers and others. Four thousand four hundred and ninety-seven program participants indicated they acquired new skills or knowledge and were planning changes in at least two areas in their operations. One hundred and forty-one indicated the use of balance sheets, grain and livestock marketing information, and a marketing plan in making financial decisions.
- c. Source of Funds - Smith-Lever, Section 1444 & State Matching funds
- d. Scope of Impact - State Specific

Key Theme - Aquaculture (Farm Pond Management)

- a. Many small landowners own or control numerous farm ponds. In order to diversify the use of the farm pond resource beyond traditional uses, specialists and agents conducted tours, workshops, and made one-on-one contacts, primarily in East Texas, to enhance understanding of the role of farm pond utilization in overall farm management approaches to sustainability. Cooperating agencies and organizations included the Landowners Association of Texas, farm pond owners and operators, the Cooperative Agricultural

Research Center, and the Natural Resources Conservation Service.

- b. Impact - Three hundred and sixty-seven individuals tested farm ponds and private lakes for water quality purposes, and 503 received technical information on farm pond management. Four hundred and three received technical information on farm pond management from farm visits by the specialists, agents, and program aides. Three hundred and twenty-three attended farm pond construction and management programs and activities. As a result of Extension's personnel efforts in this area, 279 indicated they gained new knowledge on how to enhance farm pond production and use it as an alternative economic enterprise.
- c. Source of Funds - Smith-Lever, Section 1444 & State Matching funds
- d. Scope of Impact - State Specific

Key Theme - Rangeland/Pasture Management (Pasture and Grazing Systems)

- a. Agents, program aides, and specialists developed and implemented comprehensive programs in their locale to demonstrate how profitability of any system in agriculture is dependent on the control of cost or inputs going into that system. To enhance producers' knowledge of forage/pasture production and grazing practices to increase efficiency of livestock production, and the role of pastures as sanitation tools in creating environmentally and socially acceptable profit-yielding enterprises, many result demonstrations were developed and presented. Farm tours and workshops demonstrating some of the aforementioned included the following: brush management ; alternative lime and fertilizer; winter pasture; winter pasture/alternative fertilizer; alfalfa production on acid soils; fertilizing hay meadows; weed management; pasture renovation; forage and soil analysis; sanitation and disease control and many others. Local producers, Natural Resources Conservation Service, Texas Small Farmers & Ranchers Community Based Organization, and Landowners Association of Texas cooperated in these efforts.
- b. Impact - Seven hundred and nineteen producers indicated a gain in knowledge concerning forage species used for hay, season and growth stage at which to harvest, and form in which it is fed, and types of pastures and their uses. Four hundred and forty-two producers were in attendance at educational meetings, field days and workshops; and 128 mass media articles, programs, and features were prepared in support of this initiative. Twenty-nine result demonstrations were implemented, and 42 farm tours and 17 clinics were conducted. Combined, 202 producers indicated new knowledge gained about best management practices and their application to their particular operations. Ninety-seven participants reported adopting at least one practice not formerly used.
- c. Source of Funds - Smith-Lever, Section 1444 & State Matching funds
- d. Scope of Impact - State Specific

Key Theme - Plant Production Efficiency (Food Crops)

- a. Because of the lingering effects of drought conditions over many parts of the state, efforts by agents, aides and specialists to introduce and teach clientele new technologies, and to introduce new and more adaptable varieties and new marketing strategies were hindered. However, in a few locations, Extension workers were able to introduce concepts designed to reduce inputs and increase quality and percentage of marketable produce. Some aspects of new and alternative food crop enterprises were also introduced. Cooperating agencies/organizations included the Department of Agriculture and Human Sciences, area food banks, Brookshire Brothers Grocery, Texas Organic Growers, and the Texas Department of Agriculture.
- b. Impact - One hundred seventy-four producers were in attendance at educational meetings. Extension agents made 188 direct contacts with producers and others on specific plant production practices. Fifty-three participants indicated they gained new knowledge concerning more efficient production practices, and 51 indicated increased awareness and understanding regarding the production of new and alternative food crop enterprises. Nine result demonstrations on drip irrigation were implemented to demonstrate water-use efficiency.
- c. Source of Funds - Smith-Lever, Section 1444 & State Matching funds
- d. Scope of Impact - State Specific

Key Theme - Agricultural Profitability (Farm Financial Management and Marketing)

- a. Recent financial difficulties in the agricultural sector, especially among limited resource producers, caused agricultural personnel with the Extension Program to launch a concerted effort toward helping clientele to examine their operations, looking for alternative or better ways of managing. Many farmers were being displaced. Some of the displacement was attributed to a lack of sound management practices, a failure to adopt new technologies, and not being aware of technical assistance available to them. Extension personnel partnered with the Tyler Area Growers Association; College of Agriculture & Human Sciences; Farm Service Agency; Landowners Association of Texas; Texas Cooperative Extension; and the Texas Department of Agriculture to address the issue of profitability.
- b. Impact - Five thousand six hundred and ninety-three individuals attended these meetings in a 14 county area. Overall evaluation of the programs, workshops, clinics and tours indicated that 135 now use balance sheets, income statements and cash flow statements in making financial decisions, and 102 use enterprise budgets. Eight-hundred and forty-nine participants reported that they now use improved marketing and managing skills such as marketing options, and information in commodity sales and grain livestock marketing. Two thousand seven hundred and seventy-eight individuals who participated in Extension programs reported adopting at least one new practice recommended such as using soil test analysis, reduced fertilizer rates, and conservation tillage. Thirty producers developed a forest management plan, and 24 now take multiple bids before selling stand timber.

- c. Source of Funds - Smith-Lever, Section 1444 & State Matching funds, 2501 Project Grant Funds
- d. Scope of Impact - State Specific

GOAL 2 - A SAFE AND SECURE FOOD AND FIBER SYSTEM.

OVERVIEW/EXECUTIVE SUMMARY

The food supply in the United states is remarkably safe. Nevertheless, food can become contaminated with a host of germs. After eating contaminated food, people can develop anything from a short, mild illness, often mistakenly referred to as “food poisoning,” to life-threatening disease. The Centers for Disease Control and Prevention estimates that 76 million food-borne illness cases occur in the United States every year, which means that one in four Americans contracts a food-borne illness from something they eat at a restaurant or from a grocery store that is contaminated with such pathogens as E. coli O157:H7, salmonella, hepatitis A, and listeria. Approximately 325 people are hospitalized with illnesses, and 5,000 die.

The idea that the food on the dinner table can make someone sick may be disturbing. Just about any food can become contaminated if handled improperly. However, foods rich in protein, such as meat, poultry, fish and seafood, are frequently involved in food-borne illness outbreaks for 2 reasons:

1) Protein-rich foods tend to be of animal origin. Therefore, microorganisms of animal origin are frequently found in animal foods. 2) Animal foods are rich in protein that contain bacteria which break down into amino acids, which are an important nutrient source to some bacteria. Bacteria also need moisture in order to survive and reproduce. Thus, they thrive in foods with high moisture content. These include starchy, egg-rich foods and cream-based foods, such as potato or pasta salads, cream-based soups, and custard or cream pies.

Careless food handling sets the stage for growth of disease-causing “bugs.” For example, hot or cold foods left standing too long at room temperature provide an ideal climate for bacteria to grow. Improper cooking also plays a role in food-borne illness.

Food may be cross-contaminated when cutting boards and kitchen tools that have been used to prepare a contaminated food, such as raw chicken, are not cleaned before being used for another food such as vegetables.

Topics that were identified for food safety programs included food safety & sanitation, washing hands properly, cross contamination, cooking foods to the correct temperature and storing food at the correct temperature.

County Extension staff members and 25 volunteers in 13 Texas counties reached 1,700 individuals in food safety/food borne illness classes and workshops. Eighty percent (1,360) indicated that they now wash their hands with warm water and soap for at least 20 seconds before starting to prepare a meal and after handling raw meat or poultry. Of the participants, 1,025 stated that they kept their

work area clean and uncluttered as well as washed their counter-tops/work area clean using disinfectant. One thousand four hundred participants stated that they cook their eggs until the white and the yolk are firm. To protect themselves and family members, 1,445 participants stated that they no longer leave cooked foods out on the table or kitchen counter for more than two hours. Bilingual staff presented workshops to 600 Spanish speaking individuals in Bexar, Travis and Webb counties.

Through the use of advisory boards, one-on-one and small group sessions, workshops, tours, seminars, presentations, media lesson series and agents, many families were enriched with vital information that allowed them to keep their families safe from food-borne illnesses.

TOTAL EXPENDITURES BY SOURCE OF FUNDING AND FTE's:

FUNDING			FTE's
Federal	State	Total	---
\$354,128	\$177,364	\$531,192	9

Key Theme - Food Safety and Food-borne Illness

- a. Family & Consumer Sciences staff worked with families to help them gain knowledge on how to effectively prevent the transmission of food-borne illnesses by utilizing techniques taught through educational workshops and classes. These techniques included the following; sanitizing cutting boards, washing hands with warm water 20 seconds before starting to prepare a meal or after handling raw meat, sanitizing area before and after use, and cleaning cutting boards to prevent cross contamination. Many of the individuals attending these workshops/classes indicated that they are better prepared to help reduce the incidences of food-borne illnesses.
- b. Impact - One thousand and seven hundred individuals participated in food safety/food-borne illness workshops and classes. Eighty percent (1,360) indicated that they now wash their hands with warm water and soap for at least 20 seconds before starting to prepare a meal and after handling raw meat or poultry. One thousand twenty-five stated that they kept their work area clean and uncluttered and washed their counter-tops/work area with disinfectant. One thousand four hundred participants stated that they cook their eggs until the white and the yolk are firm. To protect themselves and family members, 1,445 stated that they no longer leave cooked foods out on the table or kitchen counter for more than two hours.
- c. Source of Funds - United States Department of Agriculture, CSREER (EFSQ-POW), Smith-Lever
- d. Scope of Impact - State Specific

GOAL 3 - A HEALTHY, WELL-NOURISHED POPULATION.

OVERVIEW/EXECUTIVE SUMMARY

An individual's daily diet plays a direct role on his health. The diets are directly related to the top three causes of mortality, which are ahead of infectious diseases. Four of the top ten leading causes of death today are directly related to diet - - heart disease, diabetes, stroke and some types of cancer. For instance, diabetes is one of the most common and serious medical problems in the United States. About 14 million Americans have diabetes, and more than half of them are unaware that they have it. Each year more than half a million people learn that they have some form of diabetes. Diabetes and the illnesses that result from it are among the leading causes of death in the United States and is a major cause of blindness in adults.

There were several teaching strategies that were implemented to educate clientele about diet and health including; on-site demonstrations, educational displays, fact sheets, newsletters, interactive computer programs, videos, workshops and health fairs. Physical activity was incorporated through lecture classes and demonstrations.

Over 5,000 participants were involved in a variety of educational activities. Based on survey results, participants indicated that there was a reduction in sodium consumption; increases in physical activity and increases in the number of participants following doctor's recommendations regarding their medication.

The focus of this goal is to continue educating clientele about the importance of eating nutritiously, thus improving their overall health status.

TOTAL EXPENDITURES BY SOURCE OF FUNDING AND FTE's:

FUNDING			FTE's
Federal	State	Total	---
\$466,269	\$233,135	\$699,404	11.85

Key Theme - The Effects of Health Care, Human Health and Human Nutrition

- a. Family & Consumer Sciences staff utilized different resources including the Families First Nutrition and Wellness System (FF-NEWS) curriculum and Project HOPE (Hypertension Outreach Prevention Education) to implement health and nutrition programs for families to help them understand the relationship between nutrition and health. These programs helped families understand the importance of making healthy food choices using the Food Guide Pyramid. They also learned the importance of budgeting and planning and the use of proper storage practices. Partnerships were formed with 110 churches in 13 counties, the American Heart Association, the Latin American Association, Owens-Franklin Health Center, City of Houston-Department of Health, Prairie View A&M College of Nursing and the American Diabetes Association.
- b. Impact-As a result of the programming efforts, over 5,000 individuals gained knowledge on managing hypertension through enrollment in nutrition and fitness classes and participation in mini health fairs. Three thousand thirty-five participants in 13 counties reduced the level of risk factors (obesity, cancer, cardiovascular health, diabetes) by participating in nutrition education programs. There were 2,234 adults and children participating in preventable screening for hypertension, diabetes, and immunizations. Three hundred ninety-one participants increased physical activity so that they could decrease the risk of health problems, and 617 participants adopted healthy food selection and preparation techniques. In addition to Project HOPE, over 2,000 individuals participated in other health-related classes and activities, including diabetes education and cancer awareness.
- c. Sources of Funds-United States Department of Agriculture, CSREES, Smith-Lever, and Texas Higher Education Coordinating Board Grant
- d. Scope of Impact-State Specific

GOAL 4: GREATER HARMONY BETWEEN AGRICULTURE AND THE ENVIRONMENT.

OVERVIEW/EXECUTIVE SUMMARY

To address public concerns about food safety, water quality, conservation of natural resources, environmental risks, and the intensive use of chemicals in agricultural systems, a concentrated effort was put forth by agents, program aides and specialists. Educational programs and activities were conducted covering concepts of sustainable agriculture, focusing on those systems that are holistic in their approach to achieving a balance between agriculture and the environment. Several workshops were conducted, and a regional conference focusing on sustainable practices in East Texas was also held. One thousand six hundred ninety-four individuals, including farmers and ranchers, received training. Of significance are the 551 individuals who indicated they had gained new skills to minimize fertilizer and pesticide runoff, and others reported

having gained knowledge on how to better manage waste. Just a few reported using tissue analysis as a tool in making decisions on what and when to implement a certain practice. Overall, 481 small and middle-sized producers demonstrated the ability to recognize specific sustainable agricultural practices.

Work was conducted in addressing each goal in the 5-year plan. The assessment for the work and accomplishments for the first year of this plan is good; however, as work is continued in sustainable agriculture, greater impacts are expected.

TOTAL EXPENDITURES BY SOURCE OF FUNDING AND FTE's:

FUNDING			FTE's
Federal	State	Total	---
\$157,390	\$ 78,695	\$236,085	3.5

Key Theme - Sustainable Agriculture

- a. Several result demonstrations, workshops, farm tours and field days were conducted to teach sustainable agricultural practices and concepts. Several agencies and organizations were involved in the process including the Texas Department of Agriculture; Natural Resources Conservation Service; Texas Parks and Wildlife; Texas Sustainable Agriculture Working Group; Texas Cooperative Extension; and Tyler Area Growers Association.
- b. Impact - Of the 1,694 individuals who received training, including one-on-one contacts, through the effort of Cooperative Extension Program personnel, the following was reported:
 - (1) Number of participants who indicated they gained new knowledge concerning:
 - a. Integrated pest management concept - 350
 - b. Waste management and water quality - 681
 - c. Irrigation efficiency - 379
 - (2) Number of participants who
 - a. Tested their irrigation water - 99
 - b. Received information on soil conservation practices - 611
 - c. Received information on irrigation - 254
 - d. Acquired new skills to minimize fertilizer and pesticide runoff - 558
 - e. Indicated new knowledge of wildlife management in forest/non-forest settings - 290
 - (3) Number of producers who use
 - a. An integrated pest management approach for guidance in making pest

control decisions - 327

- b. Plant tissue analysis as a decision-making tool - 49

Finally, 521 participants demonstrated the ability to recognize specific sustainable practices.

- c. Source of Funds - Smith-Lever, Section 1444 and Smith Lever Act, section 3(d), 7USC 341, as amended and State Matching funds.
- d. Scope of Impact - State Specific

GOAL 5: ENHANCED ECONOMIC OPPORTUNITY AND QUALITY OF LIFE FOR AMERICANS.

OVERVIEW/EXECUTIVE SUMMARY

The Cooperative Extension Program at Prairie View A&M University addressed several issues to enhance the economic opportunity and quality of life for primarily diverse, limited resource audiences in its Community & Economic Development, 4-H & Youth Development and Family and Consumer Sciences program areas. Programming activities focused on consumer management, passenger safety, parenting, literacy, volunteerism, and agriculture and natural resources for youth. Other programming was geared towards leadership and citizenship development, career development, job preparation and entrepreneurship, community improvement, acquiring and maintaining community facilities, housing, business development, and increasing collaborative efforts with various departments at Prairie View A&M University.

Field staff with community and economic development responsibilities developed and conducted 98 programs that promoted community maintenance, improvement and safety. The staff also made a concentrated effort throughout the year to encourage community residents to become involved in improving their surroundings. At least 426 community residents participated in organized activities including trimming hedges and trees and cleaning vacant lots. A total of 362 families adopted home beautification and maintenance practices, and 16 communities established crime watch programs. County staff also provided information to 122 communities to assist them in acquiring and maintaining community facilities and establishing rural water and sewer systems.

Training leaders, promoting business programs and acquiring decent housing were also emphasized in the Community and Economic Development program area. Approximately 246 leaders were recruited through Extension's Community Voices Leadership and Texans in Leadership programs. Nearly 276 leadership participants became involved in community issues. Extension specialists and county staff also continued to educate first time home buyers on credit worthiness, housing assistance and housing loan applications. Four community housing development organizations were established, and 44 individuals or families acquired satisfactory housing. Extension's rural business project personnel and agents continued to implement

programs to establish, maintain and expand businesses. This staff worked in 23 counties where business development activity lags. Four hundred and fifty jobs were maintained in the 245 businesses to which staff provided assistance. Two hundred and seventy-eight new businesses were established.

A dedicated Family & Consumer Sciences staff successfully engage numerous partners and community leaders in youth health issues. Working with certified peer educators at Prairie View A&M University, over 4,000 students were reached through educational activities. These activities included campus awareness demonstrations, World AIDS Day and workshops in the dormitories. Collaborative efforts with Texas Southern University and Texas Cooperative Extension involved 20,000 youth in tobacco awareness programs. A Tobacco Summer Blowout and Health Fair recruited 720 youth and adults. Also 300 youth attended Statewide Tobacco Prevention Workshops at the Woodlands Retreat. Through other outreach activities, trade shows and group meetings at schools in Ft. Bend, Waller and Harris counties involved 800 students from middle and high school. Exhibitors provided free health screening counseling and educational materials saving youth and their families as estimated \$500.00. Students have become aware of risks associated with smoking at an early age and the effects of second hand smoke on other friends and family members.

Similar successes in providing clientele with educational activities and information to enhance their quality of life and improve their economic opportunities were found in the 4-H & Youth Development program area. Youth programs focused on volunteerism, mentoring, agriculture and natural resources for youth, leadership and citizenship training, job preparation, career development and entrepreneurship.

The Cooperative Extension 4-H staff emphasized the importance of volunteering and becoming mentors to youth. Educational programs focused on team building, recruiting volunteers, mentoring others and understanding and working with diverse audiences. 4-H staff collaborated with other agencies and organizations to acquire resource persons to assist in conducting several of the programs. These efforts resulted in recruiting and training 501 adult volunteers who worked with approximately 8,255 youth. A total of 3,925 youth participated in life skill programs. A total of 220 adults were trained to implement programs in churches, community centers and neighborhood schools. As a result of the youth participating in the county and state level programs focusing on life skills, it was found that 80% of the participants improved skills in communications; 60% of the participants learned skills in managing their anger and negotiating; 80% of the participants learned to make sound decisions; and 85% changed their levels of aggressive and delinquent behaviors. A total of 60% demonstrated ethical, social and moral responsibilities by making sound life choices.

In the area of agriculture and natural sciences, 4-H staff recruited youth to participate in programs which exposed them to horticulture, environmental stewardship, camping, renewable natural resources and water quality. As a result, a total of 3,217 youth participated in the various 4-H programs, such as animal care projects, 4-H sports fishing programs, conservation and natural sciences projects and outdoor camping.

The 4-H & Youth Development staff also promoted leadership development and citizenship as well as exposed youth to career opportunities. Approximately 2,321 youth in 19 rural and urban counties throughout Texas attended 62 leadership development trainings and citizenship programs, and 550 youth completed community service projects.

A total of 3,932 youth also attended youth conferences, workshops and seminars to help them become proficient in making career choices and expose them to entrepreneurial opportunities. Twenty programs were conducted to help prepare youth for summer employment, and they learned how to prepare a resume, improve interviewing techniques and dress for success. Career fairs, career seminars and an annual event conducted at Prairie View A&M University called the Career Awareness and Youth Leadership Laboratory helped young people learn how to write a business plan, run a business and identify career and educational goals. Trained teachers from the T-TEEM project conducted a Business Competition and Trade Show with youth who participated in the T-TEEM project in school. Forty youth teams exhibited their marketing skills, and their business plans were judged. A total of 620 youth participated in the TLC inner-city project. Twenty-five volunteers trained to be master TLC leaders who conduct programs with youth in the community.

The Cooperative Extension Program's efforts in enhancing the economic opportunity and quality of life for primarily limited resource, diverse audiences have resulted in improved communities, families adopting good health and money management practices, youth receiving education and training in areas of great importance, and businesses being maintained, expanded, and established. Based on these accomplishments, the goals in the CEP's 5-Year Plan of Work are being addressed.

TOTAL EXPENDITURES BY SOURCE OF FUNDING AND FTE's:

FUNDING			FTE's
Federal	State	Total	---
\$1,388,972	\$ 694,486	\$2,083,458	35.3

Key Theme - Promoting Business Programs

- a. Extension field staff and rural business project personnel implemented programs to establish, maintain and expand businesses in 23 counties where business development activity lags in traditionally agricultural and natural resource dependent communities. Owners of agriculture and small, traditional businesses and others with the desire to establish businesses classified as low-income and under represented were provided technical and educational assistance. A general resource teaching packet developed in 2000-2001 as well as other resources (i.e. training materials, agencies, organizations and institutions) were used by the Cooperative Extension Program staff in providing assistance. Several educational programs were conducted on production, management

and marketing that were tailored to the agriculture producer. One regional training for trainers was conducted titled, “ Working In Community & Economic Development ”. One hundred and eighty-six people were assisted with developing business plans, while 245 business owners implemented business retention practices. Seventy-four businesses expanded and created additional employment opportunities for 55 persons. Cooperating Institutions/Organizations: College of Business - PVAMU; Department of Agriculture, Nutrition and Human Ecology at PVAMU; Cooperative Agricultural Research Center; Texas Cooperative Extension; Small Business Administration; Rural Business - Cooperative Service; Rural Development; local banks; HUD; Lower Colorado River Authority; USDA Rural & Economic Development; and economic development organizations, C.U.R.E.S. Center, School of Architecture at Prairie View A&M University.

- b. Impact - Five hundred and five jobs were maintained in the 319 businesses assisted. Twenty-two of these businesses expanded, creating an additional 55 jobs. Sixty-four new businesses were established creating 278 jobs. A total of 333 jobs were created. The total number of jobs increased from 505 to 838.
- c. Source of Funds - Smith-Lever Section 1444 & State Matching funds
- d. Scope of Impact - State Specific

Key Theme - Other – Acquisition and Maintenance of Community Facilities

- a. The program development process and needs assessment surveys conducted by county staff revealed that rural communities were greatly in need of community facilities and services. These needs varied by community and ranged from acquiring facilities and services to maintaining and updating those that already existed in the community. Money to fund these needed facilities and services can only be obtained by establishing 501(c)(3) entities to seek grants. County staff provided the extending link of information connecting resources, grants and funding to the rural communities in which they live and work. Staff responded to 66 communities which revealed a need for basic resources. Information was disseminated to the communities via newsletters, educational meetings and individual visits. Four grant writing workshops were conducted. Fifty-two of these communities were provided technical assistance in acquiring needed services and facilities. Cooperating Institutions/Organizations: Rural Development; Texas Cooperative Extension; Department of Agriculture, Nutrition, and Human Ecology at PVAMU; Cooperative Agricultural Research Center; Texas Department of Housing and Community Affairs; local government; Communities Resources Group, Inc; Community Development Block Grant Program; Texas Department of Human Resources and Health; Lower Colorado River Authority; and Office of Rural and Community Affairs.
- b. Impact - As a result of the educational and technical assistance provided by Extension field staff, 10 communities established rural water/sewer systems or repaired, upgraded and expanded existing ones; 6 organized communities acquired and maintained quality

volunteer fire and safety departments; 76 communities acquired facilities to conduct meetings and recreational and educational activities, and 58 facilities were established or acquired by groups and individuals to market their products.

- c. Source of Funds - Smith Lever, Section 1444 & State Matching funds
- d. Scope of Impact - State Specific

Key Theme - Community Enhancement

- a. Field staff made a concentrated effort in motivating community residents to enhance their communities and place of residence. Ninety-eight educational programs and activities were conducted by staff and community leaders. Field staff developed and conducted 122 activities that promoted community maintenance, improvement and safety. Seventy-six communities were organized to implement community improvement and leadership programs. Community leaders assisted in implementing this effort by encouraging community residents to become involved, providing transportation, leading community projects and involving the media. Cooperating Institutions/Organizations: Texas Department of Housing and Community Affairs; Cooperative Agricultural Research Center; Councils of Governments; Texas Community Improvement Program; county sheriff and police departments; home improvement centers; Texas Cooperative Extension; Main Street local government; Chambers of Commerce; and church leaders.
- b. Impact - As a result of the efforts made to enhance communities and make residents feel better about the places where they reside, the following accomplishments were made. Programs were conducted in 46 of the communities organized that provided community enhancement options, education, recreation and ideas for establishing community safety programs. Forty-six communities improved their appearance. Four hundred and twenty-six community residents participated in community clean-up and fix-up activities. These included neighborhood clean-up days, rural trash clean-ups, trimming hedges and trees, planting flowers and shrubs, fence line cleaning, and cleaning vacant lots, church grounds, cemeteries and the home landscape. A total of 362 families and individuals adopted home beautification and maintenance practices which included improving and maintaining the landscape, insulating the home, putting on new siding, repairing and replacing the roof, removing mildew from the roof, painting the exterior and interior of the home, fixing plumbing problems, weather stripping, and installing new doors and screens. Sixteen communities established and conducted programs that provided educational recreation and a safe environment. Among those were neighborhood watch, family recreation, bike safety, park improvement, fishing and fitness. Eight communities established crime watch programs.
- c. Source of Funds - Smith Lever, Section 1444 & State Matching funds
- d. Scope of Impact - State Specific

Key Theme - Promoting Housing Programs

- a. Cooperative Extension specialists and county staff conducted trainings, housing fairs, and developed news articles and newsletters to provide individuals across the state with current information on home ownership funding and First Time Home Buyers Education. One county assisted residents with education classes that led to credit worthiness and home ownership through a credit union that they established. Three counties held housing fairs that were planned by partnership task forces of state and local agencies- HUD, USDA Rural Housing; local stakeholders; banks, real estate brokers, attorneys, Housing Authorities, FEMA and Independent Mortgage Brokers, etc. Realizing that the two greatest problems for families in obtaining home ownership are credit and ability to deal with the paper work, emphasis is put on helping individuals get ready to apply to funding agencies. Creditable applicants are directed to USDA Rural Housing first because of their low interest rate that helps low income families qualify. A new concept that assists limited income families obtain quality affordable apartments is called Educational Based Housing. The goal of Educational Based Housing is to facilitate the development of families through cooperation with business, industry, government, educational institutions, service organizations and local agencies and to deliver services to families who are at-risk and who are the working poor. Day care centers and computer labs are located at each complex (so far only three in Texas.) One CEP agent has been instrumental in launching this project. Currently, 23 separate partners are part of this collective endeavor. Cooperating Institutions/Organizations: Rural Development; Texas Department of Housing and Community Affairs; Texas Cooperative Extension; The Department of Agriculture, Nutrition, and Human Ecology at PVAMU; Cooperative Agricultural Research Center; local government; local banks; HUD and Cypress Valley Cooperative.
- b. Impact - More than 198 individuals attended educational programs or fairs on housing acquisition sponsored by CEP and supported by TCE, HUD, United Way, USDA Rural Development, funding agencies and small business enterprises. Forty-four persons were assisted with housing loan applications, and 39 were approved. Thirty-four persons utilized governmental housing assistance programs. Forty-four individuals or families acquired standard/ satisfactory housing. Four Community Housing Development Organizations were established, and two individuals were directed to the Educational Based Housing. The Community Credit Union based on required home ownership and credit classes is prospering in its seventh year.
- c. Source of Funds-Smith-Lever, Section 1444 & State Matching funds
- d. Scope of Impact- State Specific

Key Theme - Leadership Training and Development

- a. Adhering to the belief that, “in union there is strength”, the Cooperative Extension Program continues to recruit and train facilitators for the Community Voices Leadership

and Texans in Leadership curriculum programs. The experiences of 13 years with these programs have shown that, not only are communities brought together and projects accomplished, but individuals are developed to their fullest potential. Community Voices organizations continue to meet in two communities providing a catalyst to community clean-up, improved child care, parks, safer neighborhoods and water and sewer needs. Seventy-two recruited leaders provided new ideas and vision to neighborhoods. Two hundred twenty-five existing leaders continued to work to solve community problems. Leaders see the need to connect, partner and share resources with other key community organizations. Leadership programs are the number one program area that involve the Hispanic population, seeking to develop and integrate their leaders into the community decision making process. Cooperating Institutions/Organizations: Prairie View A&M University; Texas Cooperative Extension; Texas Rural Leadership Program, Inc; Texas Department of Health & Human Services; The Department of Agriculture, Nutrition, and Human Ecology at Prairie View A&M University; Cooperative Agricultural Research Center; Texas Municipal League; Texas Rural Development Council; Area Chamber of Commerce; utility companies and cooperatives; Lower Colorado River Authority; LULAC and other Hispanic coalitions; and community associations.

- b. Impact - Nearly 246 leadership participants became involved in community issues, with 128 working specifically on a community project or a policy issue. Of these 246, twelve became involved in county or city government, school boards or non-profit organizations. Ten leadership graduates were elected to public office. Thirty-nine communities worked on clean-ups, fix-ups, building renovations, parks, after school tutorial programs and enhanced transportation for rural residents. New, well trained leaders are still the key to rural plenty. Latinos for College in the Houston ISD has a membership of 48 and still conducts CV training once a year, including members of their family.
- c. Source of Funds-Smith-Lever, Section 1444 & State Matching funds
- d. Scope of Impact - State Specific

Key Theme - Children, Youth and Families at Risk, Consumer Management, Family Resource Management, Jobs/Employment, Leadership Training and Development, Literacy and Parenting

- a. Family & Consumer Sciences staff have effectively collaborated with numerous agencies, organizations and institutions of higher education to address youth issues. New collaborations involved in program implementation were: American Red Cross, Owens-Franklin Health Center at PVAMU, J.B. Coleman Library, National Library of Medicine, Texas Southern University. In addressing emerging youth health issues two major program efforts recruited diverse audiences to participate in HIV/AIDS Awareness and Risk Reduction and Tobacco Awareness activities. Studies show that although

12.3% of the U.S. population is African-American, this ethnic group accounts for 33% of all AIDS cases in the country.

- b. On the campus of Prairie View A&M University, over 4,000 students participated in educational activities, rallies, and workshops conducted by peer educators addressing HIV/AIDS awareness. Surveys were administered to students. Participants stated that they are more aware of health issues and they will share with family and friends. In support of the educational outreach two computer work stations were donated by the National Library of Medicine. Six-hundred individuals attending non-formal educational programs stated that they have adopted one or more new healthy principles that have changed their behaviors or practices. There were approximately 500 high school students that attended a Tobacco Blowout activity that informed them about the hazards of tobacco products. Of the students surveyed at the Tobacco Blowout, 80% indicated that they would not partake of any tobacco because they learned how it would harm their bodies. Twenty-five individuals also attended a State Wide Tobacco Prevention Workshop at the Woodlands Resort. By participating in this event, all of the students indicated that they would not use tobacco and they would try and persuade their peers not to use tobacco. These activities were sponsored by a grant that was awarded to Texas Southern University. There were about 80 adults who said they would not participate in risky behaviors that would contribute to them becoming HIV positive. Approximately 4,000 Prairie View A&M University students have been reached through activities conducted by peer educators. The students share this information as result of a grant that the Cooperative Extension Program received from the International Resource Group.
- c. Source of Funds - United States Department of Agriculture (CSREES), Smith-Lever, Department of Health and Human Services.
- d. Scope of Impact - State Specific.

Key Theme - Workforce Preparation-Youth

- a. The Cooperative Extension 4-H Program conducted educational programs and addressed career education (career awareness and exploration, career development, and career decision making), job readiness and preparation and entrepreneurship. These programs are unique in reaching elementary, middle, and high school students to assist them in preparing for the future. Programs such as the Texas Teens Exploring Entrepreneurial Minds (T-TEEM Project), Teen Leadership Connection (TLC), Career Awareness and Youth Leadership Laboratory (CAYLL), and career fairs provided youth with an opportunity to identify positive methods to be productive, empowered, and contributing members of their communities. Workshops, seminars, and educational business and college tours were conducted for youth by trained Extension agents and adult volunteer leaders. Youth had the opportunity to participate in hands-on learning experiences, where they gained new skills and became motivated to pursue career, employment and business goals. These programs served as a focal point for 25 communities striving to provide the necessary tools to assist young people in identifying and achieving economic stability.

Cooperating institutions included the College of Business at Prairie View A&M University, local school districts, Texas Cooperative Extension, Texas Education Agency, KidsWay and local churches, USDA agencies and the Texas Workforce Commission.

- b. Impact- A total of 3,932 youth were engaged in business workshops, seminars, and trade shows. Trained teachers from the T-TEEM project conducted a Business Competition and Trade Show with youth who participated in the project in school. Twenty-eight youth teams exhibited their marketing skills and entrepreneur strategies, and their business plans were judged. In 12 of the 18 counties reporting, approximately 2,500 youth and adults participated in career fairs, seminars and workshops at the county level. Approximately 80% of the participants improved their interviewing skills, resume writing, telephone etiquette, and proper dress for success via entrepreneur education. At the state level, a total of 230 youth and adults were involved in the CAYLL. This program gave youth an opportunity to gain knowledge about campus life, careers in agriculture and natural resources and related areas. Youth were also exposed to entrepreneurship concepts, identified their business interests, learned how to write business plans and began using skills learned in operating their own businesses. As a result of youth participating in these activities, 90% were exposed to college life for the first time, 80% identified an educational and career goal, and 50% changed their attitude concerning taking a job to creating a job. All of these activities increased the likelihood that these youth would further their education, acquire a successful career and become business owners.
- c. Source of Funds- Smith-Lever, Section 1444, State Strengthening Grant USDA-CSREES, and State Matching funds.
- d. Scope of Impact - State Specific

Key Theme - Other – 4-H Volunteerism and Mentoring

- a. To ensure strong educational programs for youth it is imperative that volunteerism and mentoring among adults are implemented. The 4-H & Youth development staff conducts educational programs to encourage adults to become volunteers and mentors. Programs are conducted regularly with public school teachers, community leaders and parents. These programs focus on team building, forming supportive relationships, understanding roles of volunteers, mentoring others, recruiting volunteers, and understanding and working with diverse audiences.
- b. Impact - A total of 501 adult volunteers worked with approximately 8,255 youth. Eighty percent of the volunteers who worked with youth gained an appreciation for making a difference in the lives of young people. Over 45 percent of the volunteers developed strong interests in teaching youth. Forty percent of the enrolled youth formed a mentoring relationship with an adult.

- c. Source of Funds - Smith-Lever, Section 1444 & State Matching funds
- d. Scope of Impact - State Specific

Key Theme - Other – 4-H Life Skills Development

a. The Cooperative Extension Program's professional 4-H staff is committed to conducting educational programs that enhance life skills development for Texas youth. Through a number of educational programs conducted at the county and state levels, youth were given opportunities to develop effective interpersonal and communication skills. Youth also learned to build positive relationships with adults and peers, changed attitudes and behaviors, and demonstrated ethical, social and moral responsibilities, while developing strong character. Texas teens learned to manage and handle conflicts through participating in after school projects such as Teen Leadership Connection. Youth also learned to accept cultural differences while understanding their own. Workshops, seminars, teen retreats, lock-ins and school enrichment programs were conducted that incorporated life skills development. Cooperating agencies, institutions and organizations included Prairie View A&M University, local division of social work, College of Agriculture and Human Sciences, Independent School Districts, Communities in Schools, and city, local, community and social agencies.

b. Impact - A total of 3,925 youth participated in life skill programs. A total of 220 adults were trained to implement programs in churches, community centers and neighborhood schools. As a result of the youth participating in the county and state level programs focusing on life skills, it was found that 80% of the participants improved skills in communication and; 60% of the participants learned skills in managing their anger and negotiating. Eighty percent of the participants learned to make sound decisions; and 85% changed their levels of aggressive and delinquent behaviors. A total of 60% demonstrated ethical, social and moral responsibilities by making sound life choices.

A total of 620 youth participated in the Bexar County TLC inner-city project. Twenty-five trained TLC master volunteers conducted the program in churches, community centers, and neighboring schools. As a result of the youth participating in this project, it was found that 85% of the participants improved skills in communication, learned skills in managing their anger and negotiating; 80% learned to make sound decisions, and changed their level of aggressive and delinquent behaviors. Teachers and parents also observed students who changed their attitudes.

- c. Source of Funds - Smith Lever, Section 1444, Kronkosky Foundation and State Matching funds
- d. Scope of Impact - State Specific

Key Theme - Other – 4-H & Youth Agriculture and Natural Sciences

- a. Educational programs in agriculture, horticulture, natural resources, environmental stewardship and camping focused on animals and management, renewable natural resources, gardening, nature trails, water quality, lawn maintenance, food production, farm safety, wildlife and camping. Activities included hiking, method demonstrations, illustrated talks, hands-on learning experiences and educational tours that complemented natural science projects. The process of conducting these programs required collaboration with many entities outside of the CEP including the Prairie View College of Agriculture and Human Sciences, Texas Cooperative Extension, Texas Department of Agriculture, Department of Parks and Wildlife, United States Forest Service, and many local and private groups.
- b. Impact - As a result of participating in these programs, a total of 3,217 youth and 165 adult volunteers from 22 rural and urban counties enrolled in animal care projects. These participants showed improved management and marketing practices. Because of participation in a statewide Goat Kid Giveaway program, a total of 190 youth exhibited evidence of improved animal and health care practices. Fifteen trained volunteer leaders and staff developed programs and workshops that taught both youth and adults how to manage their horticulture resources. Eighty percent of the enrolled 4-Hers acquired knowledge about food safety, preservation and preparation, pest management, conservation and ecology. A total of 2,324 youth increased their appreciation for natural resources and environmental management. Four hundred ninety-seven youth participated in a residential and outdoor camping program that promoted wildlife and natural resources, 90% of the youth gained an appreciation for outdoor programs that included natural sciences, forestry and aquatic sciences, and the youth also participated in programs that taught leadership, communication skills, social skills, computer technology, and personal safety. Five hundred youth participated in 4-H Sports Fishing programs conducted through summer programming at the H. S. Estelle 4-H and Youth Camp and in Harris County.
- c. Source of Funds- Smith-Lever, Section 1444, State Strengthening Grant USDA-CSREES, and State Matching funds
- d. Scope of Impact - State Specific

Key Theme - Leadership Training and Development

- a. The 4-H & Youth Development Program staff planned and conducted educational leadership training sessions for youth and adults. These sessions provided youth and adults with the necessary skills to become effective community leaders, 4-H club leaders, mentors and 4-H teen leaders in their communities. These trainings also promoted leadership and citizenship skills through innovative techniques that enhanced social responsibilities, processes and structure for democracy. By youth and adults participating in these trainings, they were empowered to become 4-H club leaders, conduct school enrichment programs, lead special interest groups, assist in the conduct of the Annual Career and

Youth Leadership Laboratory (CAYLL), Annual 4-H Kid-Goat Giveaway Project, State 4-H Goat Judging Contest, 4-H Teen Leadership Connection (TLC) and Community Bike Project and Texas Teens Exploring Entrepreneurial Minds (T-TEEM) Project. Volunteering and mentoring were the key elements in building resilient, productive, and self directed individuals.

- b. Impact - The leadership training and development sessions reached a total of 2,321 4-H youth in 19 rural and urban counties throughout Texas. Two thousand three hundred 4-H'ers participated in leadership retreats, leadership laboratories, and local, state and national 4-H events. Approximately 550 4-H'ers completed community service projects that enhanced their ability to become productive and responsible citizens. Seventy percent of youth involved in school enrichment programs improved relationships with their families and communities. Forty-eight percent improved workforce skills. Eighty-five percent of the enrolled 4-H youth reported enhanced academic skills in leadership.
- c. Source of Funds - Smith-Lever, Section 1444, Kronkosky Foundation, State Strengthening Grant USDA-CSREES and State Matching funds
- d. Scope of Impact - State Specific

SCIENCE AND EDUCATION IMPACT

The Cooperative Extension Program at Prairie View A&M University participates in the Science and Education Impact writing process. The 2003 impacts can be found on the USDA/CSREES website at <https://impact.csrees.usda.gov/impact/2003>.

STAKEHOLDER INPUT PROCESS

The program development process in Texas is designed to obtain collective stakeholder input from a broad spectrum including people who are not serving on Extension committees. This extensive process is conducted every four or five years and serves as the basis for the development of long range county and state plans. At the county level, Extension agents draw from the long range plan and establish program committees to plan, implement and evaluate Extension educational programs and activities which fall in the realm of their responsibility. Each program committee meets a minimum of two times per year to assess the programs and activities that have been conducted to address the issues and problems identified through the program development process and plan future programs. The committees also discuss emerging issues and advise on how they should be addressed. Committee members identify programs and activities to be included in the Extension agents plan of work.

Each county conducts an annual meeting which includes all of the program committees that make up the Extension program council. This meeting also includes the executive board (i.e.,

president, vice president, etc.). The chairperson of each program committee gives a report on the accomplishments for the past year and discusses goal attainment and future directions.

The program development process is continuous in Texas. It is a requirement that the process be executed at the county, district and state levels.

PROGRAM REVIEW PROCESS

The merit review process was conducted as outlined in the 5-Year Plan of Work. There were no significant changes made to the plan of work.

EVALUATION OF THE SUCCESS OF MULTI AND JOINT ACTIVITIES

The planned programs that were developed resulted from the program development process explained under the “Stakeholder Input” process. These programs were developed based on the critical issues and problems within those issues that were identified as priority and needing to be addressed.

Each program addressed issues and problems that ranked high among stakeholders and clientele in the program development process. The Extension Program Council in each county, which is composed of program committees and task forces, directed county staff in developing annual performance plans or plans of work. These plans supported or, in most instances, coincided with many of the State programs as well as addressed other local issues and problems. The planned programs did address the critical issues of strategic importance.

The planned programs of the Cooperative Extension Program at Prairie View A&M University are targeted at reaching under served and under represented populations of the State, and results are based on the needs of these populations. Evidence shows that significant impacts were made in addressing many of the priority needs of clientele in these groups. In addressing the needs, clientele in these groups have shown many desired changes and are improving their quality of life. Clientele have shown positive changes in behavior and attitude; adopted recommended practices; increased household and farm incomes; improved their living conditions; improved their health status; enhanced their neighborhoods and communities; and their overall situation which is shown through many other impact indicators as well as by their participation in the planned programs of the Cooperative Extension Program.

Improved program effectiveness and efficiency were accomplished. Program leaders planned and conducted trainings on the planned programs to acquaint staff with their content and resources available to assist them. This approach created a unified understanding and proved to be very helpful to staff in conducting work related to the planned programs.

The planned programs of the Cooperative Extension Program were developed with the intention of involving other institutions, agencies and organizations in implementing many of the planned

activities. Texas Cooperative Extension; various teaching, research and outreach units at Prairie View A&M University; and other State, local agencies and organizations assisted in the conduct of programs led by the Cooperative Extension Program. The clientele were better served using this approach.

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