



Annual Report of Accomplishments and Results

Fiscal Year 2003: October 1, 2002–September 30, 2003

Submitted to USDA on April 1, 2004

**Based on a Plan of Work for Federal Fiscal Years
2000-2004**

CONTENTS

Part I: Overview and Executive Summary

- Who We Are and What We Do
- Challenges
- Stakeholder Input Process
- Resources
- Program Review Process
- Multi-State and Integrated Program Summaries
- Evaluation of the Success of Multi and Joint Activities
- Multi-State Extension and Integrated Activities Summary Tables

Part II: FY 2003 Annual Report of Accomplishments and Results Program Summary

Goal 1: To achieve an agricultural production system that is highly competitive in the global economy

Executive Summary

Key Theme 1 – Agricultural Profitability

1. Beef Quality Assurance & Feeder Calf Sales
2. Grassland Management
3. Homeowners & Commercial Horticulture
5. Forestry and Wood Products

Key Theme 2 – Aquaculture

Key Theme 3 – Managing Change in Agriculture

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

Key Theme – Food Handling

1. Food Safety Education at Food Banks
2. Germ City
3. Refrigerator and Freezer Safety
4. Food Safety Education for Consumers

Goal 3: To encourage a healthy, well-nourished population

Key Theme 1 – Human Nutrition & Health

1. Cardiac Challenge/Cardiac Fun
2. Dining with Diabetes
3. Active for Life

Key Theme 2 – Family Nutrition

Goal 4: To achieve greater harmony between agriculture and the environment

Key Theme 1 – Plant Diagnostics

Key Theme 2 - Mid-Atlantic Information Network for Pesticides and Alternative Strategies

Key Theme 3 - Pesticide Safety Education Program

Goal 5: Enhance economic opportunity and quality of life among families

Key Theme 1 – Community Development

1. Community Appearance and Aesthetics
2. Community Leadership for Sustainable Development
3. Community Development Institute

Key Theme 2 – Jobs/Employment

1. Business Retention and Expansion

Key Theme 3 – Tourism

1. Fairs and Festivals
2. Forest Heritage Tourist Destinations

Key Theme 4 – Fire Safety

Key Theme 5 – Workforce Safety

1. Small Business Health & Safety
2. W.Va. AgriAbility Program
3. Agromedicine Program
4. Fall-Safe: Construction Fall Prevention

Key Theme 6 – Worker Preparation

1. Institute for Labor Studies and Research

Key Theme 7 – Child Care

1. Child Care Provider Training
2. Apprenticeship for Child Development Specialists Program
3. Local Initiatives to Support Child Care
4. Relatives as Parents Program

Key Theme 8 - Parenting

1. Relatives as Parents Program
2. Family Times Newsletter
3. Healthy Marriage Initiative
4. Local Initiatives to Support Parent Education

Key Theme 9 – Family Resource Management

1. High School Financial Planning Program
2. Family Resource Management Local Initiatives

Key Theme 10 – Literacy

1. Energy Express
2. Family Storyteller

Key Theme 11 - Youth Development/4/H

1. W.Va. 4-H External Review
3. Entrepreneurial Education
4. Reaching Underserved Program
5. 4-H Residential Camping

Key Theme 12 – Leadership Training and Development

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Part I: Overview and Executive Summary

The West Virginia University Extension Service submits the following report of its major program accomplishments for fiscal year 2003. This summary reflects accomplishments and impacts for a number of federal, state, county, grant and fee-funded programs, many of which are non-Cooperative Extension efforts not supported by USDA-CSREES funding.

USDA's review of last year's accomplishment report indicated that the impact statements were useful. Program outcomes and impacts are noted again in this year's report.

This report is structured as was last year's report. It is reflective of feedback we received from the 2001 USDA-CSREES Review Team regarding the stakeholders' input and use of data.

Who We Are and What We Do

Consistent with the concept of the engaged university, West Virginia University (WVU) is strongly committed to becoming of greater value to our state and nation. As West Virginia University's primary, geographically-distributed, public service-oriented academic unit, Extension actively partners with other University colleges, schools, regional campuses, and distributed (distance) educational delivery systems to meet the changing lifelong educational needs of West Virginians.

Through strategic partnerships with higher and basic education, government, private and nonprofit organizations, WVU Extension Service (WVUES) has committed to five strategic priorities based on our state's priorities:

1. Developing more, and more capable, leaders at the community, organization, and state levels
2. Helping create more, and more successful, rural and community-based businesses
3. Improving the successful development of our youth
4. Increasing the capabilities and readiness of West Virginia's future and current workforce
5. Being a direct provider of, and critical partner in delivering education that ensures healthier West Virginians

Extension faculty and staff invest time, expertise, and efforts on these five areas of strategic focus. The initiatives represent how we in Extension apply our unique expertise to benefit the Mountain State.

Challenges

In Extension, we acknowledge that we cannot answer every question, or address our state's critical issues alone. Our greatest asset is our ability to bring people and groups together, to use the knowledge and the research of the University as our foundation, and to find innovative solutions to the unique and varied needs among West Virginia's people and communities. However, we are faced with a scenario of increased expectations from clients with fewer resources. For example, West Virginia, like many states, is anticipating a budget shortfall of \$120 million this fiscal year (FY2004), and the state is projected to have a deficit of up to \$175 million in fiscal year 2005. Prospects for increased federal and county funding are also bleak.

We are approaching the challenge in several ways.

- Extending our capacities to deliver programs: since 1996 Extension has:
 - Increased direct client contact from 122,225 to 212,230
 - Increased faculty/client ratio from 1 to 690 in 1996 to 1 to 1326 in 2003
 - A reduction in regular fulltime employees; increased in seasonal employees
 - Increased in single agent counties from 12 to 21
 - Increased in county funding from \$3.2 to \$3.4 million
 - Stable Federal and State funding
 - Significant increase in sponsored programs (from \$996,437 in '97 to \$5,600,000 this year)
- Continuing to move toward a student-centered climate in Extension; an Extension System based on deeply-connected with strategic partners at WVU, (e.g., Health Sciences Center, Davis College of Agriculture, Eberly School of Applied Social Sciences), state and federal agencies, and key stakeholder groups
- Staying attuned to state and community needs through broader Extension Service; helping create a climate more open to inventing new models for doing our work and stakeholder involvement in (a) review of vision and mission and (b) strategic plan implementation (consistent with national benchmarks and changing resource conditions, e.g. Kellogg Commission reports, 21st Century Vision for National Cooperative Extension System, WVU Compact with the state of West Virginia)
- Moving resources to the field. WVU Extension reorganized in 2003 by decreasing administrators and central administrative support, while moving these funds into field and program positions
- Focusing Jackson's Mill on improving its programming in areas consistent with its traditional mission in order to improve its ability to become self-supporting
- Reviewing Budget Status and Operational efficiencies

Extension program and support units have initiated staff reductions in order to manage Extension's budget and anticipated future budget constraints. This has been done through reassignments, merging of assignments (e.g. multi-county), and closing of vacancies. Every vacancy is carefully scrutinized and only positions that address critical needs are advertised.

In 2003, West Virginia University Extension Service recognized the need to review staffing levels of Extension's 55 county offices and establish a process and criteria for staffing and funding these offices. Particularly important was the establishment of a statewide expectation for county funding levels that would be phased in over 3 years. Following discussion among faculty, staff, and key stakeholders, guidelines have been adopted. This county staffing plan identifies counties to receive 1, 2, or 3 agents based on demographic parameters. WVU fully supports a first agent. Counties provide \$15,000 toward salaries of second and third agents if allocated under the plan. Counties also supply a minimum of one office support person, space for the county office, and current expense.

In July 2002, a Voluntary Early Retirement program was offered to Extension employees with a federal appointment who met the criteria (age/years of service). Up to 15 retirements were approved for the period of July 2002 through March 2003 with 5 who took advantage. This is one step in reaching the goal of reduced staffing obligations.

As noted above, WVU is working to significantly increase county funding of agent positions over three years. WVU has also begun a long term advocacy program aimed to increase the levels of state support from the West Virginia legislature. We continue to work with our federal partners to seek increased funding. All programs and staffing decisions will be consistent with Extension's Strategic Plan.

One thing has changed in WVU Extension's 85 years of service: more colleges and schools, agencies, and businesses and nonprofit, government, and human services organizations are active partners in our work. What has not changed is our unique and powerful partnership with the people of our state and Extension's commitment to improve the lives and communities of West Virginians.

Stakeholder Input Process

Statewide county-by-county public forums and mail surveys in 1999 showed that West Virginians are most concerned about the economy and job-related issues. Strong interest in the economy and young people attest to a vision for the future and a desire to ensure progress and growth. This information served as a basis for the 2000-2004 five-year federal Plan of Work.

Among the items seen as most important are:

- Helping both young people and adults to obtain the training necessary for current and emerging jobs
- Preserving our natural resources while seeking ways to accommodate both business interests and environmental concerns
- Attracting new business and expanding local enterprises
- Promoting and enabling education beyond high school for young people, often a path to suitable, stable employment
- Teaching young people to make realistic decisions for their lives, including young people at risk
- Expanding youth-oriented educational programs, such as 4-H

An ongoing system of securing stakeholder input in program planning and implementation, and quality assessment has and continues to be a primary commitment for WVU Extension. Stakeholder input is gathered annually through a number of methods. One regular approach to assess community needs and programs that could address those critical issues is through input from members of state-mandated County Extension Service committees. In each of West Virginia's 55 counties, eight-member committees serve three main functions: 1) to approve annually the employment of Extension county employees; 2) to help secure financial support for the Extension Service from the county Board of Education and the County Commission, and 3) to give guidance and support for local Extension Service programming (W.Va. State Code Chapter 19-8-1).

Committee membership, as designated by law, consists of: the president of the county farm bureau; the president of the county extension homemakers' council; the president of the county 4-H leaders' association; a county commissioner designated by the president of the county commission; a member of the board of education designated by the president of the county board

of education; a county representative of the grange, and; two members who are residents of the county to be appointed by the West Virginia University Board of Governors. If any of the above-named organizations do not exist in the county, the Board of Governors of West Virginia University may appoint an additional member for each such vacancy.

Additional input is gathered from a number of program-specific advisory committees, e.g., the Institute for Labor Studies and Research Advisory Committee, 4-H Funds Advisory Committee, and from our Extension Service Visiting Committee. Program recommendations are also solicited during farm family risk management educational dinners where inquiries are made about future program topics.

Additional information regarding the process used to identify stakeholders and how the information gathered was used are covered under the section on “Program Review Process.”

Resources

The fiscal year 2003 operating budget for WVU Extension was \$26.37 million dollars*, an increase of \$.74 million over FY 2002. Federal, state, and county appropriations provide base funding for Extension infrastructure and program efforts. The operating budget breakdown shows 18 percent federal funds (\$4.80 million including 3b and 3c, EFNEP, and 3d)**, 33 percent state funds (\$8.73 million), 13 percent county funds (\$3.4 million), and 22 percent grants and contracts (\$5.98 million), and 14 percent from user fees and foundation (\$3.46 million). Of the total WVU Extension budget (which includes funding for numerous non-Cooperative Extension programs), 82 percent is from non-federal/USDA-CSREES funding.

* Does not include Fire Academy (\$674,685), Jackson's Mill cottage renovation dollars, state fringes, or WVU Foundation endowed accounts.

**The actual FY 2003 federal 3b, 3c appropriation to West Virginia was \$3.42 million. This figure (\$4.8 million) includes funding for EFNEP, 3d and carry forward monies.

Program Review Process

A priority program inventory (based on stakeholder input) is being developed to focus resources on programs consistent with the five strategic areas. This is an organization-wide effort, which will culminate by summer of 2004 in the selection of core programs as well as the identification of programs to discontinue. Based on the future program emphasis, core state specialists and support positions will be identified. This state staffing plan will complement the county staffing plan.

A number of other selected program reviews were completed in 2003, the results of which will be central to overall future program direction. For example, a national review team visited West Virginia to review the 4-H program. As a result of that report, Extension is strengthening its 100 year-old 4-H youth development program. Under our reorganization, 4-H youth development stands as a program unit on its own and WVU has hired a new state 4-H leader and is introducing a new Youth Entrepreneurship Program. Through 4-H Mini Society, offered in partnership with the Ewing Kauffman Foundation, elementary school students learn and practice entrepreneurial skills by developing their own society, creating currency, and establishing

businesses. Extension has trained 235 educators to implement the program with more than 5,500 youths at 122 sites. A 3-hour graduate course has been developed and more than \$500,000 in grants secured. A W.Va. county agent is leading a multi-state team to build an entrepreneurship curriculum for offering with 4-H nationwide.

A team of faculty, staff, and stakeholders further distilled the results of the external study and provided recommendations that WVU focus on decreasing risks to youth and volunteers in its camping programs, and strengthen the educational and youth development aspects of camping. In response, WVU's manual of procedures for camping has been revised and reprinted and new training and oversight are being planned for camping activities.

WVU has continued its response to a complaint lodged with the U.S. Department of Agriculture (USDA) Office of Civil Rights alleging that the WVU Extension Service discriminated, misused and misinterpreted Native American Indian imagery and customs in its 4-H camping program. National Program Leader Cathann Kress visited state and county camps in the summer of 2003. At that time she observed changes made to camping practices as a result of the complaint and noted that Native American imagery constituted approximately 20% of camping practices (in contrast to 80% reported in the initial investigation by USDA Civil Rights.) We are currently embarked on a process of discussion with USDA and internal program development that seeks to close the investigation and complaint by the summer of 2004.

Program assessment conducted by WVU Extension Community Development specialists has served to refocus WVU's community development activities away from smokestack chasing to community driven and community controlled community development activities. Two Benedum grants have been received to develop entrepreneurship skills in West Virginia communities and to pilot a program of community based community research in West Virginia counties.

As noted above, WVU Extension responded to its budget challenges with an effort to reorganize and direct its resources toward field programming. WVU devised its reorganization plan through a thorough program and resources review including stakeholders, faculty and staff committees, through several iterations of the plan. This process resulted in a clear call to decrease resources for administration and increase them for field and program. In a year of reductions to state budget, WVU Extension eliminated a net of eight administrative positions, allowing it to lift a hiring freeze and hire nine frozen field agent positions in 2003.

Multi-State and Integrated Program Summaries

A number of Extension programs are multi-college and multi-institution. Integrated programs with the WVU Davis College of Agriculture, Forestry, and Consumer Sciences, and the West Virginia Agricultural and Forestry Experiment Stations are conducted through 11 joint-faculty appointments. In addition to the programs conducted by these joint appointments, numerous faculty including county extension faculty are engaged in collaborative programs with the college. Other integrated programs include youth programs in horticulture, land judging, animal judging events, and forestry.

West Virginia University and West Virginia State College (WVSC), an 1890 land-grant institution, entered into a voluntary agreement in 1997 to create the West Virginia Association of

Land-Grant Institutions. This collaboration of the state's two land-grant institutions is committed to providing education that will help the citizens of West Virginia improve their lives and communities. WVSC currently supports three county agents, two of whom are co-located with WVU Extension faculty.

In response to a request from the West Virginia Chancellor of Higher Education, WVU and WVSC are in the midst of designing a plan for cooperation and collaboration between the institutions. A goal set by the WV legislature has been to ensure that the programs are complimentary and not duplicative.

Numerous Extension faculty are engaged in multi-state programs such as: the Mid-Atlantic Crop School; Mid-Atlantic Beef Quality Assurance; Crop Advisory Board; Northeast Master Gardeners program; the Middle Atlantic Consortium of Dairy Extension Educators; Children, Youth, and Families at Risk; Family Nutrition Programs; Diabetes Education; Virtual Institute for Community Development; Healthy People Healthy Communities; Pharmacy/Extension Initiatives; Northeast Regional Agricultural Engineering Service; and other regional initiatives such as Integrated Pest Management, Water Quality, Livestock Marketing, Forestry, Sustainable Agriculture, Risk Management, Tree Fruit, Small Animal, Child Care, Parenting, and Volunteer Leadership Development.

The funds attributed to integrated and multi-state initiatives reflect only a percentage (not the total) of the federal 3b, 3c funds dedicated to the program. A total of \$3.42 million in 3b, 3c funds was allocated to West Virginia.

Evaluation of the Success of Multi and Joint Activities

For fiscal year 2003, WVUES documented \$157,002 multi-state activities using Smith-Lever 3B and C funds and \$218,945 for integrated activities. The current funding level has exceeded the originally planned 5-year expenditure target of \$298,000 (based on doubling the 1997 baseline amount of \$149,000).

Responses to the following questions are documented in previous sections: Challenges, Stakeholder Input Process, and Program Review:

Did the program address critical issues, including identification of stakeholders concerns?

Did the program address the needs of underserved and underrepresented?

Did the programs describe expected outcomes and impacts?

Did the programs result in improved programmatic efforts?

Efforts continue to identify multi-state and integrated activities. The compelling force to do so is to enable WVUES to gain the greatest impact from its resources, resulting in ultimate benefit to the public it serves.

**Cooperative State Research, Education, and Extension Service
 Supplement to the Annual Report of Accomplishments and Results
 Multistate Extension Activities and Integrated Activities**

Multistate Extension Activities

Actual Expenditures

Title of Planned Program/Activity	FY 2000	FY 2001	FY 2002	FY 2003	FY 2004
Livestock Marketing	\$ 13,420	\$ 14,170	\$ 15,100	15,241	
Grassland Management	\$ 24,872	\$ 26,160	\$ 26,160	26,683	
Horticulture	\$ 5,386	\$ 5,450	\$ 5,450	5,559	
Sustainable Agriculture	\$ 7,381	\$ 7,630	\$ 7,630	7,859	
Water Quality	\$ 6,710	\$ 7,630	\$ 7,630	7,859	
Integrated Pest Management	\$ 9,394	\$ 9,810	\$ 9,810	9,810	
Food Safety	\$ 18,993	\$ 19,620	\$ 21,000	21,000	
Community, Economic, and Workforce Development	\$ 13,889	\$ 15,260	\$ 15,260	15,565	
Diabetes Education	\$ 9,119	\$ 9,119	\$ 11,329	11,329	
Be Smart! Eat Smart! – FSNEP	\$ 5,058	\$ 5,058	\$ 5,058	5,260	
Child Care Providers Training	\$ 5,424	\$ 5,424	\$ 5,424	5,424	
CYFAR	\$ 9,734	\$ 9,734	\$ 9,734	9,734	
Volunteer Leadership Development	\$ 8,094	\$ 8,094	\$ 8,094	8,094	
Forestry		\$ 7,500	\$ 7,500	7,575	
TOTALS	\$137,474	\$150,659	\$155,179	\$157,002	

**Cooperative State Research, Education, and Extension Service
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 Multistate Extension Activities and Integrated Activities**

Integrated Activities (Smith-Lever Act Funds)

Actual Expenditures

Title of Planned Program/Activity	FY 2000	FY 2001	FY 2002	FY 2003	FY 2004
Livestock Marketing	\$ 38,774	\$ 42,000	\$ 42,500	42,500	
Grassland Management	\$ 32,956	\$ 35,700	\$ 36,000	36,720	
Horticulture	\$ 19,386	\$ 21,000	\$ 22,000	22,440	
Forestry/Wood Products	\$ 31,017	\$ 36,044	\$ 36,900	37,269	
Sustainable Agriculture	\$ 7,754	\$ 8,400	\$ 9,000	9,180	
Water Quality	\$ 44,587	\$ 45,856	\$ 46,800	47,736	
Integrated Pest Management	\$ 19,386	\$ 21,000	\$ 20,800	20,800	
CYFAR	\$ 0	\$ 0	\$ 2,300	2,300	
TOTALS	\$193,860	\$210,000	\$216,300	\$218,945	

Part II: FY 2003 Annual Report of Accomplishments and Results Program Summary

Goal 1: To achieve an agricultural production system that is highly competitive in the global economy

Executive Summary

Program Overview:

West Virginia is a state rich in natural resources and communities of people with strong rural values. The state's 21,000 farms are characterized as small, high-quality production units that, in order to survive must compete with national and global markets. The annual gross receipts from agriculture now exceed \$400 million. Eighty percent of the state is forested and over 80 percent of those forests are privately owned. Businesses related to wildlife, tourism and recreation and a growing rural non-farm population increasingly influence Extension's program efforts. To meet the varied interests and problems of the state, educational and research efforts must assist clients to create sustainable agriculture/forestry production and marketing systems that are competitive, environmentally sound, and socially acceptable.

Major Extension educational programs were developed and delivered throughout the state that related to beef and feeder cattle marketing, aquaculture, grassland management, home and commercial horticulture, deer damage control, forestry and wood products, and agricultural education. Agricultural profitability, aquaculture, and managing change in agriculture are the key themes represented in this goal. To a lesser extent Extension delivered programs in areas of small farm viability, agricultural competitiveness, animal health, animal production efficiency, and niche marketing. These educational efforts included development of handbooks, spreadsheets, databases, newsletters, media articles, and programs. Other traditional means of providing agricultural education include workshops, skill-a-thons, farm visits, field days, judging programs, exhibits, youth camps and other youth programming. These programs have been well received and have resulted in knowledge gained, increased production, and profit gains while being good stewards of the environment.

Plan of Work Performance Goals

- To enhance the reputation of West Virginia raised feeder cattle, increase producer participation in various marketing options, assist producers in preparing for value-based marketing, and introduce marketing and sales alternatives to beef producers. Certification/educational programs developed to teach best management practices.
- To improve grassland management techniques/procedures in order to increase profits enjoyed by West Virginia's farmers.
- To increase horticultural sustainability and marketing in West Virginia.
- To better address needs of the forest and forest products industry related to woodlot management, forest policy, urban forestry, and other forest-related environmental issues.
- To enhance the agricultural knowledge of West Virginia's youths and adults and provide them with the ability to make informed decisions related to the production of food and fiber while maintaining a high-quality environment.

Multi-State/Integrated Activities – The West Virginia Beef Quality Assurance program is in the process of developing the Mid-Atlantic Beef Quality Assurance program. This will be a

collaborative effort by the following states: W.Va., Pa., Md., Va., New York, Maine and New Jersey. This will result in shared resource development and reduced production costs as well as the identification of common standards.

Outputs:

- 2,050 Educational programs delivered
- 65,000 Participants in these programs

Outcomes:

- Increased number of beef marketing pools and number of producers participating
- Reduced environmental problems through reduced nitrogen fertilizer applications
- Increased quality, quantity, and marketing of aquaculture products
- Increased agricultural knowledge of the public to enhance their ability to make informed decisions about agricultural issues
- Increase in sustainable production
- Improved appearance for small communities
- Improved forest management practices

Impacts:

- Provided a marketing alternative for small beef production systems
- Increased profitability of participating farmers by over 12% per head
- Increased the health and value of the animals produced by participants
- Increased revenue for farmers through farmers markets with \$1,500,000 in sales
- Reduced nitrogen fertilizer in one county resulted in \$150,000 savings
- Increased food security due to supply chain tracking activities information
- Increased participant producers' leadership skills
- Reduced feed costs and extended the feeding production season
- Reduced overall pesticide usage and improved appropriate pesticide use
- Increased income of participating woodlot owners by an average of seven percent
- Increased income generated through recreational aquaculture facilities
- Generated monies to benefit community organizations

State's assessment of accomplishments: West Virginia University's Extension Service is proud of its ongoing efforts to assist the agricultural community to optimize income while being good stewards of our resources. We continue to develop and deliver programs to demonstrate improved production techniques that allow our agricultural producers to be more competitive.

Total expenditures by source of funding and FTE for goal

Federal Smith-Lever	\$ 820,000	10.25 FTE
State matching	\$ 730,000	16.97 FTE
County matching	\$ 90,000	3.31 FTE

Key Theme 1 - Agricultural Profitability

Brief Description: Agricultural profitability programs were in the forefront of Extension agricultural programs in FY2002. Extension specialists and county agents developed and delivered multiple agricultural profitability programs throughout the state. These programs included beef and feeder calf production and marketing, home and commercial horticulture, grassland management, and deer damage control. These programs were conducted with significant face-to-face contact in regional and local meetings to share and demonstrate methods and processes designed to make the farmer more competitive, increase his/her revenue while being a good steward of the environment.

The *beef quality assurance* and *feeder calf sales* program was designed to demonstrate that cattlemen could produce a good product and be a good steward of land resources. This program included both classroom and hands-on learning activities. The goal was to help farmers develop a product that was greater in quality and value while increasing the farmer's income and enhancing product reputation. In addition to education, Extension assisted with the sales process by helping develop new marketing pools. Collaborators include W.Va. Department of Agriculture, W.Va. Beef Industry Council, Penn State Extension, Southern States Cooperative, Livestock Markets, pharmaceutical companies and a host of local agricultural groups.

Grassland is the basis for agriculture in West Virginia. The primary agriculture industries, ruminant livestock and poultry require grassland for their sustainability. Extension has developed programs to provide least cost and high quality forage conditions. Areas of focus include rotational grazing, reduction of nitrogen fertilizer, increased calf weaning on high quality pastures, and optimized winter feeding. Coordinated educational meetings were conducted across the state during the winter. Noted speakers were brought in for these dinner meetings. These were followed by next day in the field educational programs. Other programmatic activities included extended grazing season demonstrations, reduced fertilizer demonstrations/research; poultry litter application projects and a host of field demonstrations.

Homeowner and commercial horticulture programs continued to be delivered throughout West Virginia. These programs offered training to commercial groups and individuals on sustainable production and marketing of crops. In addition, programs to beautify lawns and landscapes were offered to homeowners and the public. There were over 103 programs delivered on pesticide training that included certification credits for participants. Additional support and consultations were provided on pest control recommendations and soil samples. Collaborators included W.Va. Department of Tourism, direct marketing associations, W.Va. Farm Bureau, W.Va. Department of Agriculture, and other related organizations and groups.

The *forestry and wood products* program included 35 educational programs throughout the state to train woodlot owners, loggers, municipal leaders and the general public. Information was also distributed through newsletters and other fact sheet information to interested parties. Collaborators included the Appalachian Hardwood Center, West Virginia Forestry Association, USDA Forest Service, and various other state and local organizations and associations.

Impacts: More than 28,000 people attended 650 regional and local agricultural education programs conducted by Extension in 2003 related to agricultural profitability. Results of these programs included a 12% increase in average return on calves for those farmers selling through the quality assurance program over the sale barn value. Reduced nitrogen fertilizer in one county resulted in \$150,000 savings. Extension's support facilitated the generation of \$1,500,000 in 38 farmer markets and 150 direct market outlets. Master Gardener volunteers devoted 26,000 hours of service to their community to assist and enhance the appearance of their communities as a result of this program. Woodlot participants increased their income by approximately 7 percent due to improved management practices resulting from Extension's programming. Average gross income increased \$2,100.00 for producers participating in quality assurance program.

Source of funding: Smith-Lever, State and County matching, grants

Scope of Impact: Multi-State Extension effort for Beef Quality Assurance program and State Specific for remainder of programs. Integrated Research & Extension – with the College of Agriculture. Integrated with West Virginia State College Extension, as both provided service to the Charleston Community Garden program, after school program, and to senior centers. Introductory horticulture education and other support were provided.

Key Theme 2 – Aquaculture

Brief Description: Aquaculture production is a new concept to most residents of West Virginia, but is considered a desirable and promising activity, and it is slowly growing. Two areas of focus have been developed at WVU: 1) use of groundwater from coal mines for production of salmonids for food, and 2) the use of farm raised fish for recreation. Aquaculture extension is closely integrated with a multidisciplinary research project called the Aquaculture Food and Market Development Project and focuses on the same two areas of economic development.

Each January a state wide meeting called The Aquaculture Forum is held in collaboration with the State Department of Agriculture, and the West Virginia Aquaculture Association. The aquaculture extension web site features events, general information and recent research results. Workshops, demonstrations, and a newsletter are also used. County agents most commonly refer aquaculture inquiries to the aquaculture specialist.

Impacts:

- Each year over 300 requests for aquaculture information reach the aquaculture specialists office regarding aquaculture and related topics. Approximately 50 site visits are conducted annually.
- The Extension Specialist for aquaculture has demonstrated spawning techniques to WV DNR for several years. As a direct result of this work, over 8500 paddlefish fingerlings were stocked in the Ohio, Kanawha, Little Kanawha, and Monongahela Rivers in 2003. This represented a 96% increase over 2002.
- Hybrid bluegill were harvested from the production demonstration and experiment at Palestine State Fish Hatchery in April, May and June of 2003. Over 5000 lb of marketable fish were distributed among five fee fishing locations. Data is being collected

at the fee fishing locations and sent to the recreation and parks department in a study to determine the angler's willingness to pay for this alternative species. Feedback from managers of fee fishing operations where hybrid bluegill have been stocked are positive. A demonstration with Georgia Giants is underway at a farm in Harrison County. A brochure highlighting Fee Fishing locations in West Virginia was produced and distributed among tourist venues, county offices, and fee fishing businesses.

- WVU now has two demonstration modular raceway systems in operation. One facility located on a steep slope utilizes mine water from an AMD treatment plant and the other facility on a gradual slope uses spring water. The mine water facility has been in operation for about a year and the spring water facility has been stocked with fish in October, 2003. These facilities have been used for workshops and as field trips for classes.
- In 2003, two new commercial sites benefited from WVU assistance. Greer Industries has installed a system near Riverton and Eastern Associated, Inc. is working to install a system at a site known as Robinhood in Boone County. To our knowledge, the Boone County site represents the first time aquaculture has been written into a reclamation permit in West Virginia.
- A retired Acid Mine Drainage treatment plant received permit modification for use as a fee fishing location. Catfish, Hybrid Bluegill, and Largemouth bass grew and survived well. Analysis for PCB and Mercury showed the fish were safe to eat. Enough fish were grown in 2001 and 2002 to support subsequent fishing events. WVU, a coal company, and the county parks and recreation commission developed fishing events tailored to youth and seniors. The youth event was held in June and drew a total of 150 people. During the 4 hour event about 940 fish were caught and released. The seniors' event was held in October and drew a total of 35 people. Despite the cool temperatures of the day, it was estimated that over 425 fish were caught. We have effectively demonstrated that the facility is capable of supporting community fishing events and may save Eastern Associated, Inc. the cost of reclaiming the site into a hay field.

Source of funding: Smith-Lever, state and county matching, grants

Scope of Impact: Statewide. The multidisciplinary project draws from faculty in Food Science, Resource Economics, Animal Science, Civil and Environmental Engineering, Recreation and Parks, and Marketing. Focusing extension efforts in parallel with research efforts and economic development strategies is building a solid program for the budding aquaculture industry.

Key Theme 3 - Managing Change in Agriculture

Brief Description: Agricultural lands in West Virginia continue to decline. Tremendous growth is taking place in urban territories surrounding cities. Much of this urban sprawl has reduced farmland. Community and land use decisions are being made without adequate knowledge of the importance agriculture plays in everyone's life. Because of this Extension continues to deliver educational programs on the importance and relevance of agriculture in our world and community. These educational programs take place in varied settings that include in-school programs, workshops, fairs and exhibits, and youth camps. The goal of this program is to enhance the agricultural knowledge of West Virginia's youths and adults and provide them with

knowledge and the ability to make better informed land use decisions as it relates to agricultural needs while maintaining a high-quality environment. Collaborators included W.Va. Department of Agriculture, Boards of Education, and various other local boards and associations which support youth and agriculture endeavors.

Impact: More than 17,191 people attended Extension's agricultural education programs in 2003. In addition to knowledge gained, individuals marketed over \$2,194,880 generated from 4-H and FFA livestock sale proceeds. An additional \$897,278 was returned to the community groups and organizations from youth project livestock sales in 2003.

Source of funding: Smith-Lever, state and county matching, private gifts, fees

Scope of Impact: State Specific

Goal 2: To Provide A Safe and Secure Food and Fiber System

Executive Summary

Program Overview

Although the U.S. food supply is of high quality and among the safest in the world, the Center for Disease Control and Prevention estimates that up to 33 million cases of food-borne illnesses occur each year. These illnesses contribute directly to as many as 9,000 deaths per year and lead to estimates as high as \$9.4 billion per year in associated medical costs and loss of productivity. The incidence of food-borne illnesses could be greatly reduced with the adoption of established food-safety practices in the production, transportation, storage, preparation, and service of food. Extension's close ties to the people and institutions of West Virginia represent a unique opportunity to extend timely and factual information on food safety practices to targeted audiences that included food service managers in restaurants, hospitals, nursing homes, schools, childcare facilities, 4-H camps and similar establishments, food processors, and consumers.

Plan of Work Performance Goal

Reduce the overall incidence of food-borne illnesses in West Virginia.

Multi-State/Integrated Activities: *Germ City – Clean Hands, Healthy People Interactive Hand Washing Education* educational resource was implemented and evaluated in five states including West Virginia. This collaborative effort is aimed at evaluating the outcomes and impacts of this program. WVU Extension Service is a co-principal investigator on this research effort.

Outputs:

- Multiple educational programs were delivered around the state on various topics of food safety, refrigerator and freezer safety, and food handlers training.
- Over 17,000 participated in food safety educational programs throughout the state
- Fact sheets, newsletters, computer assisted presentations, and demonstration were the primary practices used to provide this education
- *Germ City* was implemented in 15 West Virginia counties.

Outcomes

- Twenty-nine counties have at least one faculty/staff member trained to implement *Germ Cit.*
- *Germ City* was experienced by over 12,000 children and adults in 2003 through classroom activities, 4-H camps, health fairs, county fairs & festivals, and community sponsored events
- Participants consistently (over 90%) learned significant information
- Participant follow-ups indicated they were applying what they learned

Impacts:

- Significant change in behaviors could lead to greater safety and reduced food safety problems

State's assessment of accomplishments – The concern for safe food is obvious. Significant numbers of people participated in these educational programs and it was demonstrated that the participants learned and implemented important practices in their food handling activities. While there is still much work to be done, this has been an area of success.

Total expenditures by source of funding and FTE for goal

Federal Smith-Lever	\$60,000	0.75 FTE
State matching	\$50,000	1.25 FTE
County matching	\$10,000	0.25 FTE

Key Theme 1 – Food Handling

Brief Description: Extension specialists and county agents combined to develop and deliver a broad range of educational programs aimed at food handling/food safety issues. The audiences were food service managers and workers; volunteers associated with handling food at facilities like “soup kitchens” and shelters; and the general public.

Food Safety Education for New Member Agencies of the Mountaineer Food Bank targeted volunteers associated with soup kitchens and public shelters. The objectives for these programs are to increase their knowledge and understanding of food safety and improve their application of this knowledge to reduce food safety problems. Almost 200 individuals were provided training, representing 65 different agencies and 51 food pantries throughout West Virginia. Collaborators included the Mountaineer Food Bank and various local and regional food banks, soup kitchens, child development centers, senior centers, and shelters.

Germ City is an interactive hand-washing demonstration, exhibit, and education program obtained from USDA–CSREES that was implemented in 15 West Virginia counties in 2003. Other programs targeting the general public, especially our older population, included a program on *Refrigerator and Freezer Safety* and the *Food Safety Education for Consumers* program.

Impacts: More than 17,000 individuals from various groups and organizations received instruction on food handling/food safety topics. The instructional activities, when used as prescribed, result in reduced food safety problems.

Source of Federal Funds: Smith-Lever, state and county matching, grants

Scope of Impact: State specific

Goal 3: To Encourage A Healthy, Well-Nourished Population

Executive Summary

Program Overview

West Virginia continues to suffer due to the negative economic impact of high rates of heart disease, cancer, and diabetes among its citizens. Efforts to educate and modify behaviors provide hope in reducing the consequences and onslaught brought on by these diseases. Extension has developed and implemented several health and nutrition programs aimed at reducing these diseases. Examples of these statewide priority programs include: *the Family Nutrition Program, CARDIAC Challenge, Active for Life, and Diabetes Education*. These programs use experiential instruction, demonstrations, diagnostic assessments, and physical activity to obtain their objectives. Targeted groups include limited-resource families and individuals, persons (and family members) who are directly affected by these diseases, and others whose lifestyle choices make them “at-risk” for developing these diseases.

Plan of Work Performance Goal

WVU Extension will promote the physical health and well being of limited-resource families and individuals through changes in behaviors. The focus of these behaviors is dietary quality, food safety, food consumerism, and food security.

Multi-State/Integrated Activities – State specific

Outputs:

- CARDIAC Challenge!... A total of 147 adults and children registered for the *CARDIAC Fun!* classes. Of the 147 adults and children registered 61 were adults (41.1%) and 86 (58.9%) were children ranging in age from 7 to 14. Thirteen hundred campers participated in 4-H CARDIAC through 4-H Camp
- Over 240 seniors participated in Active for Life
- Between January and June 2003 *Dining with Diabetes* cooking schools took place in 20 counties reaching 439 individuals. Participants included those with diabetes and those who care for someone with diabetes. In the spring of 2003 the new component of the *Dining with Diabetes* curriculum, “*On the Road to Living Well with Diabetes*” was piloted in six West Virginia counties offering seven classes with 94 individuals. This clinical component was developed by the Joslin Diabetes Center in Boston. Between September and November 2003, 17 classes, serving 18 counties were held using the new curriculum. A total of 299 individuals were served with 217 (73%) of those being individuals with diabetes.
- Over 150 health programs were delivered to over 4,600 participants

Outcomes:

- Participants have indicated that they will make behavioral changes which could lead to improved health
- Family Nutrition Program participants:

- 93% demonstrated positive dietary changes
- Increased fiber by 3.9% of dietary intake
- Report saving \$5.00 per month spent on food
- Decreased fat intake while increasing protein

Impacts:

- **CARDIAC Challenge!** It was concluded that there are differences in the way children and adults benefit from the program. Adults are interested in involving their families in lifestyle changes. Children are interested in how lifestyle changes will affect their physical appearance and acceptance by peers. Adults appear to have gained more in the area of knowledge and content. Children appear to have gained in the area of self-efficacy and an understanding of their own role in creating a healthy lifestyle. Ninety-seven percent of teens participating at 4-H camp responded that they usually have a healthy lifestyle and make wise food choices (81%).
- **Diabetes Education:** Being awarded a second five year grant allowed the process of updating and revising the program to begin. Nutrition and medical information was brought up to date, data collection materials were improved, and all new recipes were developed. The addition of the clinical component allows us to provide self-care information along with blood pressure screening, Alc, and Microalbumin testing.
- **Active for Life:** Increased strength, balance, and flexibility in the elderly should result in a higher quality of life for these individuals.
- Changes in nutritional behavior likely lead to a reduction in cancer, CVD, diabetes, and other chronic diseases.

State’s assessment of accomplishments: Extension’s efforts to educate and modify health and nutrition behaviors are critical to their long term health. These educational efforts are showing positive behavior changes that will result in improved health.

Total expenditures by source of funding and FTE for goal

Federal Smith-Lever	\$190,000	2.40 FTE
State matching	\$170,000	3.96 FTE
County matching	\$ 20,000	0.77 FTE

Key Theme 1 – Human Nutrition & Health

Brief Description: Extension developed and delivered four programs that targeted human nutrition and health issues in 2003. These programs are discussed below:

CARDIAC Challenge! CARDIAC Fun! is a family-based nutrition and physical activity program developed to reduce the chronic disease burden in West Virginia. It is a component of CARDIAC (Coronary Artery Risk Detection in Appalachian Communities) and is a West Virginia University Extension Service led program. This program is the delivery system of providing at-risk children and their parents with nutrition education, physical activity, and food preparation classes.

The goal of *CARDIAC Fun!* is for children, ages 9 to 12, and their parents to learn about good nutrition, physical activity, and eating healthy meals in a participatory setting. The program was conducted in 13 counties at 14 sites in West Virginia in spring 2003. A total of 147 adults and children registered for the *CARDIAC Fun!* classes. Of the 147 adults and children registered 61 were adults (41.1%) and 86 (58.9%) were children ranging in age from 7 to 14.

It was concluded that there are differences in the way children and adults benefit from the program. Adults are interested in involving their families in lifestyle changes. Children are interested in how lifestyle changes will affect their physical appearance and acceptance by peers. Adults appear to have gained more in the area of knowledge and content. Children appear to have gained in the area of self-efficacy and an understanding of their own role in creating a healthy lifestyle.

In addition to this family based intervention, *CARDIAC Challenge!* also targeted healthy lifestyle behaviors among youth through 4-H Camp. The two objectives included increasing knowledge of healthy lifestyle behaviors and leadership skills (by involving older 4-H members to act as mentors for the targeted age group – 9-12).

Dining with Diabetes is a program that focuses on increasing the healthy food choices for the diabetic's diet. Between January and June 2003 this was accomplished by delivering a series of Diabetes Cooking Schools which included cooking demonstrations, taste testing and discussions of diabetes related topics. Follow-up "reunions" were held six months following the program to get feedback and offer support. These programs took place in 20 counties reaching 439 individuals. Participants included those with diabetes and those who care for someone with diabetes. These programs also offered health information about eye and foot care issues related to diabetes.

In the spring of 2003 the new component of the *Dining with Diabetes* curriculum, "*On the Road to Living Well with Diabetes*" was piloted in six West Virginia counties offering seven classes and serving 94 individuals. This clinical component was developed by the Joslin Diabetes Center in Boston.

After being awarded a second five year grant in April 2003, the process of updating and revising the program was started. Nutrition and medical information was brought up to date, data collection materials were improved, and all new recipes were developed. The partnership with the Joslin Diabetes Center was established allowing the addition of a clinical component. This allows us to provide self-care information along with blood pressure screening, A1c and Microalbumin testing. This change increased the classes from three to four and changed the reunion from six months to a three month follow-up.

Between September and November 2003, 17 classes, serving 18 counties were held using the new curriculum. A total of 299 individuals were served with 217 (73%) of those being individuals with diabetes.

The *Active for Life* program targeted the elderly who live in community dwellings. Volunteers were recruited and trained to offer these programs which included exercises and health related

information. Strength, balance, and flexibility are the key components. This program is conducted in 7 of the state's 55 counties. Fall prevention information has also been incorporated into these programs to reduce the occurrence and the associated problems. Program participants have undergone physical fitness testing and other evaluative activities. This program was done in collaboration with the WVU School of Medicine, local senior centers, and other local interested parties.

Impacts – Participants have been given dietary information about healthful and flavorful meals. If appropriate behavior changes and choices are made, they can lead to a healthier life. Increased strength, balance, and flexibility in the elderly should lead to greater quality of life by reducing injuries from falls.

Source of Funds – Smith-Lever, state and county matching, and grants

Scope of Impact – State specific

Key Theme 2 – Family Nutrition

Brief Description: The *Family Nutrition Program* was delivered in 32 of 55 WV counties. Limited-resource families and youth were targeted. Participants receive a series of lessons designed to improve their dietary quality, food consumerism, food safety, and food security. A series of evaluations including food recalls and behavior modification reports are used to monitor and assess progress in this program. The Family Nutrition Program is funded through the FSNE (Food Stamp Nutrition Education) plan and the EFNEP (Expanded Food and Nutrition Education Program). The Family Nutrition Program (FNP) also partnered several agencies to expand the scope and impact of FNP. Two examples include: First, FNP partnered with WV State College Extension Service to target youth in their K-6 after-school facilities. Second, FNP partnered with the Department of Education, Office of Child Nutrition to provide support in publishing nutrition education materials targeting parents of young children.

Impact: Ninety percent of the family nutrition program graduates demonstrated positive improvements in their food group servings as recorded in their food recalls. Maintained over a lifetime, these behaviors can lead to a higher quality of health.

Source of Funds: Smith-Lever, state matching, and grants

Scope of Impact – State specific; WVU Extension Service provided W.Va. State College Extension Service with nutrition education resources developed by WVU. These resources were used to deliver nutrition education to youth in their K-6 after school facilities.

Goal 4: To achieve greater harmony between agriculture and the environment

Executive Summary

Program Overview

It is important that Extension continues to maintain the quality of our environment to ensure our future. Pests can affect the quality of life. There is now a concern that disease pests from outside the United States may enter and pose a threat to agricultural production. To deal with this concern, a functional nationwide network of public agricultural institutions with a cohesive,

distributed system was formed to quickly detect deliberately introduced, high consequence, biological pests and pathogens into our agricultural and natural ecosystems by providing means for quick identifications and establishing protocols for immediate reporting to appropriate responders and decision makers. This networking of diagnostic experts will improve outreach programming in West Virginia, reaching out to Extension personnel and agricultural producers. In order to manage these pests, Agriculture utilizes chemical pesticides that are under continual regulatory evaluation. Information is needed to promote informed regulatory decisions on registered pesticides used on commodities grown in states of the Mid-Atlantic region. WVU Extension provides educational programs that meet the state certification requirement of informing and instructing private and commercial applicators of changes of regulation, application, and availability of chemical pesticides and the safe handling of these products. Extension also provides information on federal and state regulations and policies. These programs have extended to Master gardeners and urban pest management advisors who are trained in identification and management of pests.

Plan of Work Performance Goals

- To improve upon diagnostic capabilities providing information in a timely manner to appropriate responders and decision makers.
- To deliver pesticide regulatory information to Extension educators, growers, crop consultants, and pesticide users in the state.
- To provide update training to commercial and private pesticide applicators in the state.

Multi-State/Integrated Activities – State specific

Outputs:

- Prepare a proposal to obtain funds for improving the plant diagnostic facilities.
- Attend meetings to obtain information on program operation
- Make contacts to secure diagnostic equipment
- 11 crop profiles on pesticide application
- Development of Mid-Atlantic Pest Management Strategic Plan for Apple
- Research study of the economic and environmental impact of organophosphates on apples in the state.
- Develop information dealing with pesticide usage on a regular basis with 12 issues of a newsletter to reach out to interested clientele in West Virginia.
- 7 pesticide safety educational training programs delivered
- 25 educational programs in urban pest management were delivered in 5 counties
- Master Gardener lectures on insect and disease identification and their management, both chemically and non-chemically, were given in 9 counties

Outcomes:

- Funds were obtained to improve the plant diagnostic facilities
- Information was obtained to begin the program operation
- Equipment is in the process of being purchased
- Information on crop profiles, pest management strategic plans, and the research finding of the economic and environmental impact of organophosphates can be used by the

Environmental Protection Agency and United States Department of Agriculture to make informed decisions on the maintenance of important pesticides in the management of crops important to agriculture in West Virginia and nationally

- Extension agents can utilize the pesticide gathering information for education of clientele in West Virginia
- 1,961 private applicators certified
- 3,421 commercial applicators certified
- 780 commercial pesticide applicators recertified
- 2,682 registered technicians
- 47 urban pest management advisors were trained
- 120 Master Gardeners were trained

Impacts:

- Funds are in hand to improve the diagnostic facilities, strengthen outreach programming by providing information in an efficient manner to Extension personnel and agricultural producers and developing a network to enhance national security.
- Information provided to the decision-making Agencies can affect the existence of pesticides used as management tools and alter pest management strategies impacting agricultural production in West Virginia and nationally.
- Licensing, certification, and recertification of employees (commercial applicators) is required by law for businesses that used restricted use pesticides. Extension provided educational assistance resulting in the recertification of 780 commercial pesticide applicators and provided statewide programming in 35 counties resulting in the recertification of 588 private pesticide applicators.
- Those in attendance demonstrated a gain in knowledge that they would use regarding future pesticides applications. This should result in reduced risk of pesticides and lessen environmental contamination.
- Master Gardeners were trained on the identification and management of insects and diseases to serve as volunteers to assist clientele in the counties.

State’s Assessment of Accomplishments: These are significant issues that require continual monitoring and education to reduce risks and maintain the quality of the environment.

Total expenditures by source of funding and FTE for goal

Federal Smith-Lever	\$70,000	.88 FTE
State matching	\$60,000	1.46 FTE
County matching	\$10,000	0.28 FTE

Key Theme 1 –Plant Diagnostics

Brief Description: The Extension Specialist and his support staff have used funding to gather information needed to improve upon diagnostic capabilities, providing information in a timely manner to the appropriate responders and decision makers. This has been accomplished by attending regional diagnostic networking meetings. Diagnostic equipment is in the process of being purchased.

Impacts: West Virginia University is participating in a functional nationwide network with other public agricultural institutions to form a cohesive, distributed system to quickly detect deliberately introduced, high consequence, biological pests and pathogens into our agricultural and natural ecosystems by providing means for quick identifications and establishing protocols for immediate reporting to appropriate responders and decision makers.

Source of Funds: Cornell University/Homeland Security Agency

Scope of Impact: State Specific with regional and national linkage

Key Theme 2 – Mid-Atlantic (West Virginia) Information Network for Pesticides and Alternative Strategies

Brief Description: The Extension Specialist and his support staff have developed information, obtained from agricultural producers and Extension Specialists, both in state and regionally, in order to contribute to pesticide decision-making. This has been accomplished through the establishment of an advisory committee, development of pesticide usage information on state crops, coordination and communication with allied programs within the state and the region, and maintenance of linkages with federal partners and state clientele.

Impacts: Eleven crop profiles containing pesticide use information have been developed. Crop profiles on potatoes and field corn are more recent. A document for a strategic plan for pest management of apples has been developed. This information is needed for pesticide decision-making by producers in state, regionally and nationally, and by state and federal regulatory agencies.

Source of Funds: Northeast Pest Management Center; United States Department of Agriculture

Scope of Impact: State Specific with regional and national linkage

Key Theme 3 – Pesticide Safety Education Program

The Extension specialist and his support staff have developed and delivered training programs that incorporate recent and appropriate information into their training programs that are delivered throughout the state. These programs are targeted to the private and commercial pesticide applicators. The nature of these programs relate to the safe handling and proper use/application of chemical pesticides. These programs offer the opportunity to be licensed and certified to apply restricted use pesticides as required by the West Virginia Department of Agriculture. Another program was developed and delivered to a public group interested in becoming an urban pest management advisor. These “advisors” were trained in the area of pest management so that they could advise their neighbors on pest issues and proper management. In 2003, 47 individuals were trained as advisors.

Impacts: Almost 1,368 commercial and private pesticide applicator participants from around the state received update training for recertification. Of the recertified private applicators, 69% indicated that they were going to make changes in their pesticide use practices. Forty-seven individuals were trained as urban pest management advisors to volunteer their time to assist citizens of West Virginia.

Source of Funds – Smith-Lever, state matching, and grants

Scope of Impact – State Specific with regional and national linkage

Goal 5: Enhance economic opportunity and quality of life among families

Executive Summary

Program Overview

Goal 5 includes a broad range of topics and programs offered by WVU Extension Service. Twelve key themes encompassed this wide range of topics reported against in this goal. Each of these themes has one or more Extension program included. These topics range from community and economic development programs, safety programs, to youth – adult – family development programs. The needs for all of these programs are great. WVU Extension continues to find new partners to build collaborations so that together we might accomplish more for the benefit of those in need. Some of the programs listed below are conducted without federal funds, but because they are a part of our engaged University – Extension effort, we included them. (Also see work with underserved youth and families under Goal 5, Key Them 11, p 38.)

Plan of Work Performance Goals

- To enhance knowledge and skills to facilitate good community planning and development.
- Help communities strategically plan and implement projects to enhance and develop the community's appearance to make it more attractive and desirable to live and work there.
- To help communities improve and develop their economic viability.
- To deliver quality and cost effective training to firefighters and emergency/safety personnel.
- To reduce agricultural accidents and illness'.
- To reduce workplace safety and health hazards.
- To inform labor groups of their responsibilities and rights as workers.
- Increase the quality, affordability, accessibility, and availability of child care services.
- Empower and strengthen the capacity of families to nurture, support, and guide children.
- Improve family resource management skills and practices.
- Enhance the development of youth.
- Develop appropriate skills and abilities of Extension volunteer leaders.

Multi-State/Integrated Activities – State specific

Outputs:

- Over 2,000 educational programs delivered
- Over 52,000 participants

Outcomes:

- Work is underway to assist communities with various economic development activities.
- New tourism initiatives around the state are being developed
- Enhanced workforce and fire safety initiatives have been implemented

- Multiple family, youth, and adult programs are being implemented
- Volunteer leadership is being enhanced around the state
- Eleven communities participated in the First Impressions Program during 2003, benefiting from the contributions of over 60 volunteers, 11 educational programs, and over 500 local citizens contacted.
- Extension specialists and agents participated on four Community Design Team visits involving 4 educational programs and over 500 local citizens contacted.
- Thirteen leadership educational programs helped over 200 clients develop stronger leadership skills for application in community and economic development work.
- Exhibitors at the Mountain State Art and Craft Fair made \$694,258 and the fair brought in over 23,000 people into Putnam County.
- The Hatfield McCoy Reunion Festival brought in over \$100,000 and people from 26 states and four countries into Mingo and Logan counties.
- Fifty-eight individuals participated in the CDI I and CDI II programs.
- More than 17,900 individuals participated in 1,409 emergency services courses statewide in 2003.
- A mobile Airport Rescue and Firefighting training program was initiated in 2003 to serve the state's eight regional airports.
- Fall-Safe, a pilot construction safety education program, has demonstrated improvements in site hazard scores and has been expanded to 40 additional construction contractors.
- 70% of small businesses receiving health and safety consultations implemented consultant recommendations.
- 1,019 direct service child care providers representing nine counties received child care training Through the Relatives as Parents Program, networks have been built to support the needs of grandparents and other relatives who are providing care for children who are substance abusing and/or HIV positive in West Virginia.
- Education and support services provided to grandparents and other relatives are making their care giver roles less difficult to manage.
- Parenting education workshops and programs were conducted in six counties that reached 3,166 parents.
- Six teachers and 146 students, from four counties, participated in the High School Management Financial Planning Program.
- Some 6,666 adults and 61 volunteers have come together and established effective networks with various organizations interested in family well-being and in support of parenting education.
- More than 2,500 workers participated in nearly 100 educational programs resulting in increased leadership skills and knowledge of worker issues.
- Volunteer program managers are using priority leadership components in 44 counties

Impacts:

- Increased recycling in communities and receipt of \$20,000 support grant
- New Farmers Market resulted in over \$35,000 in sales with Extension's assistance
- Extension provided assistance in two counties to help support a \$216 million expansion by one firm and a \$2 million water and sewer expansion project

- Potential cost savings due to improved fire and workplace safety programs
- Impact: Documented changes in child care knowledge, behavior, skills, and attitudes were noted for more than half the providers
- The networking with child care professionals and staff at the local levels has been strengthened as evidenced in more collaboration around the wise use of training resources, problem resolution, and information sharing
- Reading ability of 3,300 elementary children increased by average of 4.5 months, word identification increased by an average of 2.0 months, reading comprehension increased by an average of 6.0 months
- Pre/Post assessments show that the vast majority of students gained knowledge in nineteen of the twenty topic areas related to the High School Financial Planning Program
- A stronger and more capable volunteer leadership pool due to trainings

State’s Assessment of Accomplishments: Extension’s efforts in community and economic development, safety concerns, and human development are all critical to the future of West Virginia. There is a solid base of work that has begun in these areas and additional targeted programs are being developed and will be delivered in the future.

Total Expenditures by source of funding and FTE for goal

Federal Smith-Lever	\$2,210,000	27.73 FTE
State matching	\$ 1,980,000	45.89 FTE
County matching	\$ 230,000	8.95 FTE

Key Theme 1 – Community Development

Brief Description: The needs for community development assistance are broad in scope and large in number throughout the state. Extension has multiple programs designed to assist communities, local government officials, chambers of commerce and business associations, beautification committees, convention and visitor’s bureaus, boards of education, and others who have an interest in community development.

Extension supports several programs that enhance *community appearance and aesthetics*. The purpose of this program is to help communities strategically plan and implement projects intended to enhance and develop the community’s appearance and to make it more attractive and desirable to live and work there. The First Impressions Program, the Community Design Team, and the Community Planning Program have had a major impact on the improvement of community appearance and aesthetics in many West Virginia communities.

Community leadership for sustainable development has been identified as a major program opportunity. Rural communities in West Virginia are losing many of the youngest and brightest residents to employment opportunities in urban areas and other states. The importance of strengthening the abilities of existing leaders and developing new leaders can provide community members with the skills and abilities they need to address community and economic development needs and opportunities.

Extension specialists and agents are delivering leadership education programs covering topics like community planning and development, public issue education. A *Community Development*

Institute (CDI) offers two week long programs (CDI I and CDI II) designed to enhance the leadership and management capabilities of those individuals in both the public and private sectors who are responsible for community and economic development at the local level.

Impacts: Impacts have included beautification and clean-up projects, downtown revitalization and restoration projects, improved signage and planning, tourism development projects, improved traffic patterns, and infrastructure development. The program also had a large impact on the volunteers who served as visitors to First Impressions communities. Their perspectives on community development were broadened by giving them a better understanding of the importance of long-term community planning. The Community Design Team program provides communities with a vision and concrete plan for community development based on issues and ideas generated by the community. Community development educational programs were offered around the state resulting in clients developing stronger leadership skills for application in community and economic development work. In addition, 58 individuals participated in the CDI I and CDI II institutes.

Source of Funds: Smith-Lever, state, and county matching

Scope of Impact: State specific

Key Theme 2 - Jobs/Employment

Brief Description: West Virginia has one of the lowest per capita income levels and labor-market participation rates in the United States. The need for more and better-paying jobs and economic development is needed throughout the state. The goal of the *Business Retention and Expansion* program is to facilitate the building of self-reliant local economies and improve business climates. The program promotes job growth by helping communities identify the concerns and barriers to survival and growth that local businesses face. This approach is community-based and focuses on existing businesses. This program targeted audiences such as state and local chambers of commerce, local and regional economic development authorities, the W.Va. Economic Development Office, state and regional workforce investment boards, and local and state policy makers. Program activities included formal presentations and assessment assistance to various communities.

Impacts: Extension assistance in two counties helped support a \$2.8 million federal grant and the development of a commercial kitchen in a Federal Empowerment Zone. Extension assisted with evaluations to help businesses and governmental agencies and developed a research report on river use marketing.

Source of funding: Smith-Lever, state and county matching

Scope of Impact: State Specific

Key Theme 3 – Tourism

Brief Description: Tourism helps generate income for communities and individuals throughout the state. Extension created an online Rural Tourism Development course that is helping communities all over West Virginia develop tourism activities and events. Extension has

assisted communities in the evaluation and improvement of fair and festival events in order to make these events better and increase their income generating potential. Extension professionals also participate in planning and conduction *fairs and festivals* in many areas of the state. Extension has partnered with WVU Division of Forestry to develop a network of *forest heritage tourist destinations* in the eastern part of the state. Extension has also conducted numerous tourism development courses that train professionals to plan and create rural tourism activities and events

Impacts: Extension's leadership in planning and conducting fairs and festivals and in training local development authorities to create local tourism activities have resulted in the following impacts:

- Exhibitors at the Mountain State Art and Craft Fair made \$694,258.00 and the fair brought over 23,000 people into Putnam County.
- The Hatfield McCoy Reunion Festival brought in over \$100,000 and people from 26 states and four countries into Mingo and Logan counties.
- The Dogwood Festival brought 10,000 people and over \$100,000 into the town of Mullens.
- The Hancock County Oldtime Fair brought 4,000 people and over \$40,000 into Hancock County.
- The Marshall County Fair was responsible for bringing in over 6,000 people and \$25,000 to Marshall County.
- Planning and development of the Cecil Roberts Coal Heritage Museum for Cabin Creek in Kanawha County.
- Development of regional touring packages and an integrated tourism marketing plan for the Allegheny Highlands in both West Virginia and the contiguous regions of Virginia.
- Planning and design of a racing dirt track in Mullins.
- Development of an anglers' festival in Kingwood.
- A craft marketing plan for Roane County artisans.
- Development of a tourism brochure for the Greenville area of Monroe County.
- Initial work to exploit the tourism potential of the Barbe House in Wirt County.
- Creation of a walking tour for the town of Thomas in Tucker County.

Source of Funds: Smith-Lever, state and county matching

Scope of Impact: State specific

Key Theme 4 – Fire Safety

Brief Description: The Fire Safety Extension program at WVU provides training and assistance to fire, rescue, law enforcement, military and private industry emergency responders. The goal is to improve emergency preparedness and reduce life and property loss. Classroom training programs and in-the-field learning opportunities are featured. This training is offered in local and regional settings and includes a broad range of topics in 9 emergency services initiative areas, where over 150 curriculum classes are couched.

Impact: More than 17,990 individuals participated in over 1,409 emergency services courses throughout the state. This increase in knowledge and skills should result in savings of lives and property; as well as enabling our responder to be prepared for small and large undesired events.

Source of funding: State funds, fees, and grants, in-kind equipment and labor

Scope of Impact: State-Regional-National

Key Theme 5 – Workforce Safety

Brief Description: Improved workforce safety is one of the goals of the Safety and Health Extension program at WVU. Educational programs have been developed and delivered in support of this goal.

The Workers Compensation *Small Business* Health & Safety Initiative was developed to assist small businesses improve workplace safety. Safety and Health Extension offered training programs, facility safety inspections, industrial hygiene evaluations, and provided safety resource documents. These programs are delivered by WVU graduate students in various health and safety programs. This gives the students valuable experiences while being assisted with WVU faculty. These businesses may not have been able to otherwise obtain this safety assistance. Six month follow-up has determined that changes and improvements have been made.

The *AgriAbility* program is funded through USDA to educate and assist agricultural workers with disabilities. Safety and Health professionals have worked primarily to inform the public and other related groups of this program. This was done through the use of a display, brochures, and distributing information at various agriculture meetings around the state. Extension agents identify disabled farmers and farm workers. Safety and Health Extension then refers these persons to other funded agencies that are contracted to provide the needed assistance.

The *Agromedicine* program has attempted to open and improve communications between the agriculture and medical communities to better deal with those who suffer farm related injuries and illnesses. Many of these are poorly understood by medical practitioners in clinics and emergency rooms. As a result of the Agromedicine program, a Farmedic Training program was delivered, the state Dept. of Agriculture has hired a full time Agromedicine person, and there have been links developed with Poison Control Center. These efforts should lead to better medical treatment for those injured. Sharing of information was the major activity of this program for the past year.

The *Fall-Safe* Partnership was a pilot program to determine whether Safety and Health Extension and construction contractors could reduce construction fall hazards through implementation of a fall hazard management program. Sixteen construction contractors participated in this program. The program was build around training, safety committees, inspections and accountability were the core of the program activities. Positive results have come from this pilot program. It has since been expanded to 40 additional construction contractors.

Impacts:

- Small businesses have received health and safety consultations which they might not have been able to obtain and this has resulted in improved workplace safety and hopefully reduced injuries and corresponding Worker Compensation costs.
- The pilot Fall-Safe program has found that the intervention group of contractors has shown more improvement in site program and site hazard scores than the control group. Again, this hopefully will result in a safer workplace.

Source of Funding: Grants, state and county matching, fees

Scope of Impact: State Specific

Key Theme 6 – Worker Preparation

Brief Description: Leadership training is an ongoing need for rank and file trade unionists, local union officers, full time staff members and their organizations throughout the state, region and nationally. The *Institute for Labor Studies and Research* provides outreach in the form of teaching, research and service for these individuals and/or organizations through single courses, conferences and week-long summer school programs. The primary focus of these programs is to help build and strengthen the trade union movement by educating the membership on a variety of public policy issues as well as their rights and responsibilities. In 2003 more than 2500 students participated in almost 100 different educational activities. A partial listing of classes would include Steward Training, Family Medical Leave Act, Legislative Issues, Economic Development for Trade Unionists, Labor Law, Collective Bargaining and a variety of Occupational Safety and Health courses. In addition, ILSR faculty occasionally serve in a facilitator capacity for labor, management and owner groups such as the Construction Coalition Conference.

Impacts: As a result of these programs participants increase their leadership skills and knowledge of worker issues and other issues that affect them as members of their community. This increased knowledge (and skills developed) is then applied both in the workplace as well as within their respective communities and other organizations that they participate in.

Source of Funding: State matching, fees, grants, private gifts

Source of Impact: State specific:

Key Theme 7 – Child Care

Brief Description: The goal of the Child Care program is to increase the quality, affordability, accessibility, and availability of child care services for pre-school and after school child care. This was primarily accomplished through educational outreach with community agencies and or organizations that interface with these entities. A statewide Strengthening Families Team comprised of eleven county faculty provides leadership to this program area. The team strives to increase the quality of extension's family programs and serves as a resource to extension faculty. This activity has been accomplished without the assistance of a state specialist assigned to this area. Priority program efforts conducted in 2003 include:

Child Care Provider Training: Nine counties provide training workshops to 1,019 direct service child care providers. Documented changes in knowledge, behavior, skills, and attitudes occurred with approximately half of the providers. Additionally, 45 program volunteers assisted with the program delivery. Training curriculum is planned and organized according to local needs. Penn State Better Kid Care and other quality resources are provided as instructional support.

Apprenticeship for Child Development Specialists Program: The Apprenticeship for Child Development Specialists Program is a certification and education program to increase the quality of child care practices in West Virginia. An Apprenticeship Instructors Academy trains educators who in turn train child care providers participating in the program. Courses are taught over four semesters and child care providers receive credit towards an associate degree. The West Virginia Department of Education and West Virginia Department of Health and Human Resources sponsor the program. Seven WVU Extension Service faculty were trained to teach local child care provider courses and are part of a statewide training cadre. Beginning in 2004, WVUES faculty may teach classes full or part time. Fees generated will enhance professional development funds for faculty. Another benefit to this new partnership is that local ACDS Councils have gained knowledge about WVUES and local faculty support council activities.

Local initiatives to support child care: In addition to training for providers, WVUES faculty contribute in other ways to child care networks and facilities. In four counties, faculty play key leadership roles on child care center governing boards. In this capacity, they guide policies, programs, and decisions that enhance the safety, well-being, and education of young children. Networking with child care professionals and staff at the local level helps to use training resources wisely, resolve problems, and share valuable information.

Relatives as Parents Program (reported below under Key Theme 8 – Parenting)

Impacts:

- Nine counties conducted child care education programs that reached 1,019 providers. Forty-five volunteers assisted with program delivery.
- Seven WVUES faculty received training to deliver formal courses for child care providers through a WV Department of Education and Department of Labor program.
- Four counties have WVUES faculty involved in leadership roles to support child care center facilities and networks.

Source of funding: Smith-Lever, state and county matching

Scope of Impact: State Specific

Key Theme 8 – Parenting

Brief Description: Parents living in isolated areas surrounded by poverty and limited social services. They face obstacles to effectively raising their children. Extension's goal is to empower and strengthen the capacity of families to effectively nurture, support and guide their children. These programs are done in collaboration with local Boards of Education, Family Resource Networks, Head Start, and other local interested groups. Priority program efforts conducted in 2003 include:

Relatives as Parents Program (RAPP): RAPP provides support services to grandparents and other relatives who are providing care for children of parents who are substance abusing and/or HIV positive in West Virginia. Funded by the U.S. Department of Health and Human Resources, RAPP is building networks to support the needs of caregivers. To strengthen and increase the sustainability of RAPP groups, major initiatives this year were to train group facilitators, promote local educational programs, and inform others about RAPP at the local, state, regional, and national levels.

Family Times Newsletter: The Family Times Newsletter is a series of newsletters for parents of kindergarten children. Disseminated through school partnerships, a sample of parents reported that they gained new knowledge and adopted new parenting practices because of the newsletter.

Healthy Marriage Initiative: Extension has been a leader in strategic planning with the WV Department of Health and Human Services for a Healthy Marriage Initiative in West Virginia. The goal is to garner the resources and partnerships to form an initiative to strengthen relationship skills and, ultimately, the well-being of marriages, families, and children.

Local initiatives to support parent education: County faculty have established effective networks with various organizations interested in family well-being. Six counties conducted workshops and events and eight produced and distributed educational materials in conjunction with their partners. Some 6,666 adults were involved with this effort and 61 volunteers contributed time.

Impacts:

- *Relatives As Parents Program* support groups provide education and support services to grandparents and other relatives in the role of child caregiver. The network grew from 23 to 35 counties in 2003.
- *Relatives As Parents Program* training, a facilitator workbook, newsletters, a listserv, and other support materials were developed to support groups and their leaders.
- In 2003, 13 counties in West Virginia implemented the *Family Times Newsletter* in collaboration with local schools. A total of 187 volunteers were involved in the implementation of *Family Times* which reached 1954 parents.
- As a result of reading *Family Times* newsletters, parents reported significant behavior changes in how they deal with four parenting issues: responsibilities, friendships, anger management, and the media. The results of an evaluation were published in the *Journal of Extension*, February 2003.
- To promote a *Healthy Marriage Initiative* in West Virginia, Extension is actively building state and local partnerships. A white paper has been disseminated and a 2004 strategic planning conference will be held.
- A 2004 calendar was distributed to 3,500 families through 26 schools in an eight county region of the state. The calendar features family building activities, character development and information such as the SEARCH Institute's Developmental Assets.
- Parent education workshops and programs conducted in six counties reached 3,166 parents.

Source of Funding: Smith-Lever, state and county matching

Scope of Impact: State Specific

Key Theme 9 – Family Resource Management

Brief Description: With unemployment and household income well below the national rates, West Virginia families feel the strains of the economy. Families need knowledge and skills in managing resources in order to thrive. In addition to family units, today's youths spend more of their own and the family's dollars than in the past. To address the need for financial education for families and youths, program efforts were conducted, including:

- *High School Financial Planning Program:* In collaboration with the State Treasurer's Office, the State Department of Education, and local schools, Extension delivered financial planning programs. The High School Financial Planning Program provided by the National Endowment for Financial Education engages teachers, students, and community resources such as banks, credit unions, and other financial entities.
- *Family Resource Management Local initiatives:* Various workshops were conducted with Head Start parents and other low income families to increase family resource management skills.

West Virginia currently does not have a state specialist supporting this subject matter area.

Impact: In four West Virginia counties, six teachers and 146 students have participated in the *High School Financial Planning Program*. Pre/post tests from one county indicate that students gained knowledge in nineteen out of the twenty topic areas.

Source of Funding: Smith-Lever, state and county matching, grants, private gifts, fees

Scope of Impact: State Specific

Key Theme 10 – Literacy

Brief Description

Energy Express is an award winning youth nutrition and reading program developed by WVU Extension Service. It is made possible through many partnerships at both the local and state level. *Energy Express*, now in its 11th year, promotes the school success of children living in low-income communities by providing summer learning experiences and two meals each day. The meals are provided through USDA's Summer Food Service Program. *Energy Express* is a six-week program taking place in 82 communities in 44 counties and serving 3,200 first- through sixth-grade children. College students serving as AmeriCorps members are engaged in service and work with small groups of children. They also recruit, train and recognize community volunteers to support children's learning.

Family Storyteller is a six session family-literacy program for low-income families with pre-school children. Agents teach parents some specific behaviors for reading to their children and are given the supplies for in-home activities. Families are also given a weekly "take-home book."

Impacts:

- Evaluation of the 2003 *Energy Express* program demonstrated statistically significant increases in student reading achievement. Reading ability increased an average of 4 months in broad reading, 3.3 months in letter-word identification, 1.2 months in reading fluency, and 3.6 months in passage comprehension as a direct result of this summer intervention.
- Parents participating in *Family Storyteller* showed significant increases in some key reading behaviors and in the amount of time spent reading to children.

Source of Funding: Corporation, private foundation, state, State Higher Education, Smith-Lever, Federal Title I, AmeriCorps, county

Scope of Impact: State Specific

Key Theme 11 - Youth Development/4-H

Brief Description: Youth development activities included a broad range of programs and activities. These included a comprehensive program review (by external reviewers), Entrepreneurial Education Program, Youth Resiliency Program, and the 4-H Residential Camps program.

WV 4-H External Review: In 2002, the WVU Extension Service - Center for 4-H and Youth, Family, and Adult Development underwent a comprehensive review by external reviewers. The purpose of this review was to facilitate planning, priority setting and decision-making for the Center. From this review recommendations came forward that would strengthen the program's efforts to empower youth, to enhance program access, equity, and opportunity for youth, and to increase the capacity of our program's environment as extraordinary places to learn. These recommendations are now being acted upon by an implementation team. Three areas of priority are 4-H policies and guidelines, camping and Native American issues, and State 4-H Program Leader.

Entrepreneurial Education: The Entrepreneurial Education program was developed in collaboration with the Kauffman Foundation to provide educational exposure to West Virginia's youths to this aspect of the world of work. This program was created to promote the entrepreneurship capabilities and readiness of West Virginia youth and adults, and increase rural and small community-based business and economic development. A new curriculum aimed at middle school students was piloted in two sites in West Virginia this past year. Following this pilot activity in West Virginia and two other states, this program will be available for use in middle schools throughout the United States. This curriculum is designed for the students to learn through real life experience. The students deal with issues like How do I start my business -- the identification of business opportunities? How do I find customers -- marketing? Where do I find Money to get started -- sources of capital? This is an experienced-based interdisciplinary learning program. West Virginia Extension Service plans to expand the distribution and use of this entrepreneurship program in the future.

The *Reaching Underserved* program was developed to increase statewide capacity to support community-based programs in West Virginia for children, youth, and families who are at-risk (CYFAR). This was accomplished in part through developing and enhancing local collaborative efforts. Poverty workshops for faculty and staff were held statewide that built upon the work of Dr. Ruby Payne and her knowledge of poverty. Four locally-based low-income collaboratives were identified and targeted for support and development to better meet their youth development needs. Support activities included poverty simulations for professionals working with at-risk clientele, literacy programs, the use of technology and web development to build capacity to reach underserved populations and to strengthen collaborations. The Reaching Underserved Team, including one of the local collaborative sites, continues to partner with West Virginia State College Extension.

4-H Residential Camping: The 4-H Residential Camping program accommodated over 11,000 campers ages 9-11 in 2002. Camps provide participants the opportunity to develop relationships with caring, supportive adults who have the potential to make a difference in the lives of these youth. These camps ran 4-5 days in length and offered educational activities for the participants. Additionally, camps provided an environment to develop social skills, life skills such as communications and team-work, and leadership skills. Camping in-service programs were offered to camping facilitators to prepare them for what they needed to conduct their camps. Two emphases for the year were healthy lifestyles and human fitness. Pilot evaluations of these two programs provided positive results of knowledge gained and improved attitudes toward these topics. Collaboration was developed with local boards, associations and other groups in support of the camping effort.

Impacts: Changes are underway in the 4-H and Youth, Family, and Adult Development Center as a result of the national program review. Entrepreneurial Education will expand in West Virginia in the future and bring valuable experiential learning to participants. The camping program supplements youth development efforts by extending the learning opportunities and ties it to an enjoyable and unique environment.

Source of Funding: Smith-Lever, state and county matching, private gifts, fees

Scope of Impact: State Specific; W.Va. State College collaborated with WVU Extension Service by creating a CYFAR site and teaming with the existing WVU CYFAR program. This site serves an average of 50 students a day. The site offers after-school tutoring, homework assistance and other educational programs. This program has demonstrated improvements in the children's reading and language skills.

W.Va. State College, in partnership with WVU Health Sciences, hosted a one-week residential camp that focused on forensic science and leadership development for 47 low-income and/or minority 10th grade students. It is the goal of this program to grow a greater interest in the health science profession area for these youth.

Key Theme 12- Leadership Training and Development

Brief Description:

Adult volunteer leaders are critical to Extension's program delivery efforts. These volunteers are accepting additional responsibility for planning and conducting Extension programs. These programs include character education; leadership skills for family homemakers, teen leadership development in youth adult partnership programs, and adult volunteer leadership and management skills. Additionally volunteers receive training and workshops in management policies and procedures needed to successfully deliver youth development programs across the state. Extension has developed multiple programs and training for extension professional, volunteers, and non-extension participants. These participants received training and information in assessment, basic volunteer management skills, volunteer evaluation and recognition, along with motivational theory. The volunteers received further training in organizational skills, child development, and methods of serving diverse clientele, writing and development of position descriptions, and volunteer roles and responsibilities.

Impacts: More than 18,000 adult volunteers participated in the volunteer training and educational program conducted by extension professionals across the state during the past year. Of this group, 13,799 indicated they adopted a new skill or adopted some type of change in their program with youth. The changes may have included a skill learned, a change in attitude, and increase in knowledge, or a behavior change. Leadership skills directed toward family homemakers were taught by extension professionals in 37 of the 55 counties; character education was taught to youth and adult participants in 34 of the 55 counties; teen leadership and youth /adult partnerships skills were presented in 41 of the counties across the state; and adult volunteer leadership components were taught to participants in 44 of the 55 counties of the state.

Source of Funding: Smith-Lever, state and county matching funds, and \$183,200.00 from local grants written during the past year

Scope of Impact: Statewide