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# FY 2004 ANNUAL REPORT OF ACCOMPLISHMENTS & RESULTS

## COOPERATIVE EXTENSION PROGRAM



PRAIRIE VIEW A&M UNIVERSITY  
Prairie View, Texas

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Date

## **Prairie View, Texas**

### **FY 2004 ANNUAL REPORT OF ACCOMPLISHMENTS AND RESULTS**

#### **PLANNED PROGRAMS**

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

#### **OVERVIEW/EXECUTIVE SUMMARY**

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

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

Six thousand four hundred and ninety-three individuals took part in programs on animal production efficiency. A majority indicated they had acquired at least one or more new skills and plan to implement that newly acquired knowledge into some phase of their operations. At least 308 individuals who took part in farm pond management training indicated they, too, had gained some knowledge on how to enhance production and would test the concepts to determine their usability. Of the 2,299 individuals in attendance at the various meetings or who were one-on-one contacts, 602 reported that they had or would use what they had learned. In the area of plant production efficiency, 68 reported an increase in awareness and understanding regarding production and alternative food crop enterprises.

From the 12 counties where 1890 programming in agriculture and natural resources is taking place, 9,387 participated in the workshops and clinics offered in the area of profitability or farm financial management and marketing. Six thousand one hundred and seventy-one participants reported that they have adopted Extension recommendations in key areas. Nineteen producers reported the development of a forest management plan.

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

**TOTAL EXPENDITURES BY SOURCE OF FUNDING AND FTE's:**

FUNDING			FTE's
Federal	State	Total	---
\$519,861	\$236,601	\$756,462	12.5

**Key Theme - Animal Production Efficiency**

- a. Personnel in the agriculture and natural resources program area implemented several clinics, workshops, farm tours, and seminars in the 12 counties where the program is located. Growth, production, marketing, selling of livestock, particularly beef cattle; systems that improve health, production efficiency, and sustainability were points of emphasis. Cooperating entities included the College of Agriculture and Human Sciences, Farm Service Agency, Natural Resources and Conservation Service, Landowners Association of Texas, Texas Farm Bureau, Texas Cooperative Extension, the Texas Small Farmers & Ranchers Community Based Organization and the Texas & Mexico Border Coalition.
- b. Impact - Six thousand nine hundred and twenty-nine individuals participated in educational meetings, clinics, workshops and farm tours. Two hundred and thirty-one mass media articles, programs, and feature stories were prepared in support of this effort. Two thousand two hundred and seven one-on-one contacts were made with producers and others. Four thousand two hundred and seventy-five program participants indicated they acquired new skills or knowledge and were planning changes in at least two areas in their operations. Two hundred and seventy-two indicated the use of balance sheets, grain and livestock marketing information, and a marketing plan in making financial decisions.
- c. Source of Funds - Smith-Lever, Section 1444 & State Matching funds
- d. Scope of Impact - State Specific

**Key Theme - Aquaculture (Farm Pond Management)**

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

Research Center, and the Natural Resources Conservation Service.

- b. Impact - Three hundred and nine individuals tested farm ponds and private lakes for water quality purposes, and 470 received technical information on farm pond management. Three hundred and eighty-eight received technical information on farm pond management from farm visits by the specialists, agents, and program aides. Three hundred and one attended farm pond construction and management programs and activities. As a result of Extension's personnel efforts in this area, 251 indicated they gained new knowledge on how to enhance farm pond production and use it as an alternative economic enterprise.
- c. Source of Funds - Smith-Lever, Section 1444 & State Matching funds
- d. Scope of Impact - State Specific

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

- a. Agents, program aides, and specialists developed and implemented comprehensive programs in their locale to demonstrate how profitability of any system in agriculture is dependent on the control of cost or inputs going into that system. To enhance producers' knowledge of forage/pasture production and grazing practices to increase efficiency of livestock production, and the role of pastures as sanitation tools in creating environmentally and socially acceptable profit-yielding enterprises, many result demonstrations were developed and presented. Farm tours and workshops demonstrating some of the aforementioned included the following: brush management ; alternative lime and fertilizer; winter pasture; winter pasture/alternative fertilizer; alfalfa production on acid soils; fertilizing hay meadows; weed management; pasture renovation; forage and soil analysis; sanitation and disease control and many others. Local producers, Natural Resources Conservation Service, Texas Small Farmers & Ranchers Community Based Organization, and Landowners Association of Texas cooperated in these efforts.
- b. Impact - Seven hundred and five producers indicated a gain in knowledge concerning forage species used for hay, season and growth stage at which to harvest, and form in which it is fed, and types of pastures and their uses. Four hundred and twenty-three producers were in attendance at educational meetings, field days and workshops; and 122 mass media articles, programs, and features were prepared in support of this initiative. Twenty-four result demonstrations were implemented, and 40 farm tours and 21 clinics were conducted. Combined, 304 producers indicated new knowledge gained about best management practices and their application to their particular operations. One hundred two participants reported adopting at least one practice not formerly used.
- c. Source of Funds - Smith-Lever, Section 1444 & State Matching funds
- d. Scope of Impact - State Specific

### **Key Theme - Plant Production Efficiency (Food Crops)**

- a. Because of the lingering effects of drought conditions over many parts of the state, efforts by agents, aides and specialists to introduce and teach clientele new technologies, and to introduce new and more adaptable varieties and new marketing strategies were hindered. However, in a few locations, Extension workers were able to introduce concepts designed to reduce inputs and increase quality and percentage of marketable produce. Some aspects of new and alternative food crop enterprises were also introduced. Cooperating agencies/organizations included the Department of Agriculture and Human Sciences, area food banks, Brookshire Brothers Grocery, Texas Organic Growers, and the Texas Department of Agriculture.
- b. Impact - One hundred sixty-seven producers were in attendance at educational meetings. Extension agents made 180 direct contacts with producers and others on specific plant production practices. Fifty-one participants indicated they gained new knowledge concerning more efficient production practices, and 42 indicated increased awareness and understanding regarding the production of new and alternative food crop enterprises. Six result demonstrations on drip irrigation were implemented to demonstrate water-use efficiency.
- c. Source of Funds - Smith-Lever, Section 1444 & State Matching funds
- d. Scope of Impact - State Specific

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

- a. Recent financial difficulties in the agricultural sector, especially among limited resource producers, caused agricultural personnel with the Extension Program to launch a concerted effort toward helping clientele to examine their operations, looking for alternative or better ways of managing. Many farmers were being displaced. Some of the displacement was attributed to a lack of sound management practices, a failure to adopt new technologies, and not being aware of technical assistance available to them. Extension personnel partnered with the Tyler Area Growers Association; College of Agriculture & Human Sciences; Farm Service Agency; Landowners Association of Texas; Texas Cooperative Extension; and the Texas Department of Agriculture to address the issue of profitability.
- b. Impact - Seven thousand four hundred and seventy-six individuals attended these meetings in a 12 county area. Overall evaluation of the programs, workshops, clinics and tours indicated that 169 now use balance sheets, income statements and cash flow statements in making financial decisions, and 97 use enterprise budgets. Eight-hundred and sixty participants reported that they now use improved marketing and managing skills such as marketing options, and information in commodity sales and grain livestock marketing. Two thousand seven hundred and seventy-one individuals who participated in Extension programs reported adopting at least one new practice recommended such as using soil test analysis, reduced fertilizer rates, and conservation tillage. Thirty producers developed a forest management plan, and 15 now take multiple bids before selling stand timber.

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

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

**OVERVIEW/EXECUTIVE SUMMARY**

The incidence of food-borne illness continues to impact families with serious side effects to senior adults and persons with weakened immune systems. Therefore, Family and Consumer Sciences staff in 13 counties addressed related issues through educational workshops and class demonstrations, newsletters, television and radio outreach. Several staff are also certified in Food Safety. Classes were also taught to food service personnel upon request. A number of youth were also involved in Food Safety programs, especially those who volunteered to work in concession stands and other church functions. New audiences trained also included nursing home and day care staff.

Through the use of small group sessions, workshops, exhibits, newsletters, websites and media releases, individuals and families learned the basic principles of food safety that enabled them to reduce and prevent food-borne illnesses. An estimated 730 individuals participated in food safety programs which demonstrated personal hygiene and sanitation, proper hand washing and how to avoid cross contamination. Six hundred indicated practicing safe food handling by keeping food preparation sanitized, proper handling and storage of food, appropriate temperature for meats and how to use a meat thermometer. To protect family members, 350 reported that they no longer leave perishable foods out on the table or kitchen counter for more than two hours. Bilingual staff translated and presented 26 workshops to 320 Spanish speaking clientele in Bexar, Webb, and Travis counties.

**TOTAL EXPENDITURES BY SOURCE OF FUNDING AND FTE's:**

<b>FUNDING</b>			<b>FTE's</b>
Federal	State	Total	---
\$257,851	\$117,354	\$375,205	6.2

**Key Theme - Food Safety and Food-borne Illness**

- a. Family & Consumer Sciences staff worked with a diverse audience to help them acquire knowledge and skills to effectively prevent the transmission of food-borne illness. Topics taught included quantity cookery, sanitizing work stations using home prepared solutions, appropriate cutting board and proper sanitization, avoiding cross contamination and correct temperatures for food preparation and storage. Approximately 50 volunteers were trained to assist in food safety workshops and classes. FCS committees and other organizations, such as churches, schools, senior sites and day care centers were very supportive in recruiting participants and evaluating food safety programs efforts.
- b. Impact: Reports show that eighty percent of 1,680 clientele made significant changes in food safety practices as a result of attending educational meetings, trainings, workshops, and previewing videos stressing the importance of safe food handling methods. Additionally, 150 youth and adults received in-depth training on working in concession stands and church cafeterias. Most learning was noted with behavior changes among the 200 clientele participating in sanitization classes. The hand sanitization activity really encouraged and convinced attendees to use hot soapy water and wash hands for at least 20 seconds. Eighty percent reported that they are also taking more time to wash fruits and vegetables and have purchased a brush to adequately clean these food items. Training provided for 45 individuals planning family reunion picnics and Easter egg hunts proved to be invaluable. The greatest improvement reported by participants included holding times for prepared foods (75% adoption rate). Participants were made aware of the fact that the same food safety rules that apply to food safety in the home also apply to habits during outings; with the primary goal of keeping hot foods hot and cold foods cold.
- c. Source of Funds - United States Department of Agriculture, CSREES (EFSQ-POW), Smith-Lever
- d. Scope of Impact - State Specific

### **GOAL 3 - A HEALTHY, WELL-NOURISHED POPULATION.**

#### **OVERVIEW/EXECUTIVE SUMMARY**

There are critical factors that must be addressed about the risks many families are experiencing due to the lack of health insurance, poor eating habits and diseases. If individuals do not have proper diets, their health may be affected. According to the last U.S. Census, there are approximately 3,117,600 individuals at or below the poverty level despite higher rates of work by Texas families. It is also estimated that 1.1 million children are hungry or at risk of hunger. Data compiled by the Center for Public Policy Priorities states that Texans rank number two out of 50 states for the highest number of hungry families. Four of the top ten leading causes of death are directly related to diet, which include heart disease, diabetes, stroke and some forms of cancer. Approximately 14 million Americans have diabetes, and many of them are unaware that they are diabetic. Diabetes and illnesses that result from it are among the leading causes of death in the United States and is a major cause of blindness in many adults. Diet is the key source for many illnesses that individuals die

from.

In an effort to inform Texans about the risk and warning signs of some diseases, the Family & Consumer Sciences staff have participated in approximately 50 health fairs and reached over 4,500 individuals. During these health screenings, individuals were informed that their blood pressure was elevated and about 10 individuals were told that they needed to see their physician immediately due to their pressure being extremely elevated. One event saved participants over \$6,000. Individuals attending health fairs also received health screening's for diabetes and breast cancer, and free immunizations were given.

To educate clientele about diet and health, several teaching methods were implemented including; educational displays, fact sheets, on-site cooking demonstrations, workshops, health fairs, newsletters, videos and interactive computer programs.

During these educational activities, there were over 4,500 individuals in attendance. While attending these activities, participants indicated that they began following the food guide pyramid for their daily consumption, they increased their physical activity and they began following their doctor's recommendation on how to take their medication.

**TOTAL EXPENDITURES BY SOURCE OF FUNDING AND FTE's:**

<b>FUNDING</b>			<b>FTE's</b>
Federal	State	Total	---
\$424,206	\$193,066	\$617,272	10.2

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

- a. Family & Consumer Sciences staff utilized the use of different resources to include the American Heart Association Search Your Heart Curriculum, Six Easy Bites, Tickle Your Appetite by the USDA, Team Nutrition - Community Nutrition Action Kit by USDA and the Families First Nutrition and Wellness System (FF-NEWS) to implement health and nutrition programs for families to give them a better understanding of how nutrition plays a direct role in their health. While participating in these programs, families also learned how they could make use of their finances in a more efficient way. Partnerships have been established with over 150 churches in 11 counties along with the Owens-Franklin Health Center, the American Diabetes Association, American Heart Association, the Latin American Association and Prairie View A&M College of Nursing.
- b. Impact: Over 4,500 individuals gained knowledge about how their nutritional intake dictates many health issues. Five thousand individuals to participate in health fairs and learned how they may be able to reduce risk factors (obesity, cancer, cardiovascular health, diabetes) by following the food guide pyramid for their daily consumption of foods. Individuals and families participated in the Walk Across Texas program thereby



increasing physical activity to help in the reduction of health problems, and 900 individuals adopted healthy food selection and preparation techniques as a result of attending workshops.

- c. Sources of Funds-United States Department of Agriculture, CSREES, Smith-Lever, and Texas Higher Education Coordinating Board Grant
- d. Scope of Impact-State Specific

**GOAL 4: GREATER HARMONY BETWEEN AGRICULTURE AND THE ENVIRONMENT.**

**OVERVIEW/EXECUTIVE SUMMARY**

To address public concerns about food safety, water quality, conservation of natural resources, environmental risks, and the intensive use of chemicals in agricultural systems, a concentrated effort was put forth by agents, program aides and specialists. Educational programs and activities were conducted covering concepts of sustainable agriculture, focusing on those systems that are holistic in their approach to achieving a balance between agriculture and the environment. Several workshops were conducted, and a regional conference focusing on sustainable practices in East Texas was also held. One thousand six hundred sixty-three individuals, including farmers and ranchers, received training. Of significance are the 512 individuals who indicated they had gained new skills to minimize fertilizer and pesticide runoff, and others reported having gained knowledge on how to better manage waste. Just a few reported using tissue analysis as a tool in making decisions on what and when to implement a certain practice. Overall, 481 small and middle-sized producers demonstrated the ability to recognize specific sustainable agricultural practices.

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

**TOTAL EXPENDITURES BY SOURCE OF FUNDING AND FTE's:**

<b>FUNDING</b>			<b>FTE's</b>
Federal	State	Total	---
\$257,851	\$117,354	\$375,205	6.2

**Key Theme - Sustainable Agriculture**

- a. Several result demonstrations, workshops, farm tours and field days were conducted to teach sustainable agricultural practices and concepts. Several agencies and organizations

were involved in the process including the Texas Department of Agriculture; Natural Resources Conservation Service; Texas Parks and Wildlife; Texas Sustainable Agriculture Working Group; Texas Cooperative Extension; and Tyler Area Growers Association.

b. Impact - Of the 1,688 individuals who received training, including one-on-one contacts, through the effort of Cooperative Extension Program personnel, the following was reported:

(1) Number of participants who indicated they gained new knowledge concerning:

- a. Integrated pest management concept - 361
- b. Waste management and water quality - 672
- c. Irrigation efficiency - 353

(2) Number of participants who

- a. Tested their irrigation water - 84
- b. Received information on soil conservation practices - 621
- c. Received information on irrigation - 246
- d. Acquired new skills to minimize fertilizer and pesticide runoff - 566
- e. Indicated new knowledge of wildlife management in forest/non-forest settings - 278

(3) Number of producers who use

- a. An integrated pest management approach for guidance in making pest control decisions - 335
- b. Plant tissue analysis as a decision-making tool - 43

Finally, 530 participants demonstrated the ability to recognize specific sustainable practices.

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

d. Scope of Impact - State Specific

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

### **OVERVIEW/EXECUTIVE SUMMARY**

The Cooperative Extension Program at Prairie View A&M University addressed several issues

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

Field staff with community and economic development responsibilities developed and conducted 58 programs that promoted community maintenance, improvement and safety. The staff also made a concentrated effort throughout the year to encourage community residents to become involved in improving their surroundings. At least 378 community residents participated in organized activities including trimming hedges and trees and cleaning vacant lots. A total of 153 families adopted home beautification and maintenance practices, and 8 communities established crime watch programs. County staff also provided information to 31 communities to assist them in acquiring and maintaining community facilities and establishing rural water and sewer systems.

Training leaders, promoting business programs and acquiring decent housing were also emphasized in the Community and Economic Development program area. Approximately 293 leaders were recruited through Extension's Community Voices Leadership and Texans in Leadership programs. Nearly 219 leadership participants became involved in community issues. Extension specialists and county staff also continued to educate first time home buyers on credit worthiness, housing assistance and housing loan applications. One community housing development organization was established, and 23 individuals or families acquired satisfactory housing. Extension's rural business project personnel and agents continued to implement programs to establish, maintain and expand businesses. This staff worked in 23 counties where business development activity lags. Seven hundred and thirty-one jobs were maintained in the 205 businesses to which staff provided assistance. One hundred and seventy-six new businesses were established.

The Family & Consumer Sciences staff addressed critical issues impacting parenting, financial resource management, and leadership. Several relevant educational programs were successful due to great collaborative efforts and additional external funding from local sources. New audiences were also reached through parenting education classes, child safety seat check-up events and financial management activities. A new program emerged and was implemented targeting medicare recipients. This was a partnership established with the PVAMU Office of Institutional Relations and Public Service, the Division of Social Work and the College of Nursing.

Four designated counties enrolled over 2,100 individuals for the Medicare Drug Discount Card and 348,000 were informed about the advantage of this opportunity through mass media, door solicitation, health fairs, Extension educational programs and church bulletins. Many senior adults are taking on the role of raising grandchildren, therefore parenting classes targeted them

as well as young adults. Approximately 50 parents enrolled in a series of classes that addressed effective communication, discipline, recognizing behavior changes and sources of assistance for healthy family environments.

Due to the high incidence of debt incurred during the holidays, special educational programs were planned to reduce impulse spending. Three hundred families participated in workshops on money management, which included food budgeting also. Families were taught how to shop for the best bargains by planning meals and shopping only for items that were needed.

Another significant savings to families was evident in the Child Safety Seat Check-Up event conducted in partnership with Texas Cooperative Extension. Events were held at Prairie View and Marlin with 85 car seats safely installed in vehicles of parents or grandparents. The seats were provided free of charge to the parents which valued \$3,400.00. Waller County also distributed an additional 30 car seats as a follow-up to the Prairie View A&M University campus check-up, which saved parents \$900.00.

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

The Cooperative Extension 4-H staff emphasized the importance of volunteering and becoming mentors to youth. Educational programs focused on team building, recruiting volunteers, mentoring others and understanding and working with diverse audiences. 4-H staff collaborated with other agencies and organizations to acquire resource persons to assist in conducting several of the programs. From the efforts of 18 county staff members, 402 volunteers and 4-H specialists who worked with youth, a total of 12,590 youth were reached. A total of 3,829 youth participated in life skill programs. A total of 37 adults were trained to implement the Mini Society Program (an Entrepreneurship and Economic Development project) with youth. As a result of the youth participating in the county and state level programs focusing on life skills, it was found that 80% of the participants improved skills in communications; 80% of the participants learned skills in managing their anger and negotiating; 80% of the participants learned to make sound decisions; and 85% changed their levels of aggressive and delinquent behaviors. A total of 60% demonstrated ethical, social and moral responsibilities by making sound life choices.

In the area of agriculture and natural sciences, 4-H staff recruited youth to participate in programs which exposed them to horticulture, environmental stewardship, camping, renewable natural resources and water quality. As a result, a total of 3,324 youth participated in the various 4-H programs, such as animal care projects, 4-H sports fishing programs, conservation and natural sciences projects and outdoor camping.

The 4-H & Youth Development staff also promoted leadership development and citizenship as

well as exposed youth to career opportunities. Approximately 2,450 youth in 19 rural and urban counties throughout Texas attended 64 leadership development trainings and citizenship programs, and 490 youth completed community service projects.

A total of 2,896 youth also attended youth conferences, workshops and seminars to help them become proficient in making career choices and expose them to entrepreneurial opportunities. Twenty programs were conducted to help prepare youth for summer employment, and they learned how to prepare a resume, improve interviewing techniques and dress for success. Career fairs, career seminars and an annual event conducted at Prairie View A&M University called the Career Awareness and Youth Leadership Laboratory helped young people learn how to write a business plan, run a business and identify career and educational goals. Trained teachers from the T-TEEM project conducted a Business Competition and Trade Show with youth who participated in the T-TEEM project in school. Forty youth teams exhibited their marketing skills, and their business plans were judged. A total of 604 youth participated in the Teen Leadership Connection (TLC) inner-city project. Twenty-five volunteers trained to be master TLC leaders who conduct programs with youth in the community.

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

**TOTAL EXPENDITURES BY SOURCE OF FUNDING AND FTE’s:**

<b>FUNDING</b>			<b>FTE’s</b>
Federal	State	Total	---
\$1,472,246	\$670,053	\$2,142,299	35.4

**Key Theme - Promoting Business Programs**

- a. Extension field staff and rural business project personnel implemented programs to establish, maintain and expand businesses in 23 counties where business development activity lags in traditionally agricultural and natural resource dependent communities. Owners of agriculture and small, traditional businesses and others with the desire to establish businesses classified as low-income and under represented were provided technical and educational assistance. A general resource teaching packet developed in

2000-2001 as well as other resources (i.e. training materials, agencies, organizations and institutions) were used by the Cooperative Extension Program staff in providing assistance. Several educational programs were conducted on production, management and marketing that were tailored to the agriculture producer. Services to businesses by the CEP staff resulted in over \$1,267,000 loans or grants to small rural businesses, and savings to businesses utilizing CEP staff was reported at near \$400,000. Seventy-eight people were assisted with developing business plans, while 114 business owners implemented business retention practices. Ninety-one businesses expanded and created additional employment opportunities for 263 persons. Cooperating Institutions/Organizations: College of Business - PVAMU; Department of Agriculture, Nutrition and Human Ecology at PVAMU; Cooperative Agricultural Research Center; Texas Cooperative Extension; Small Business Administration; Rural Business - Cooperative Service; Rural Development; local banks; HUD; Lower Colorado River Authority; USDA Rural & Economic Development; and economic development organizations, C.U.R.E.S. Center, School of Architecture at Prairie View A&M University.

- b. Impact - Seven hundred and thirty-one jobs were maintained in the 205 businesses assisted. One hundred fourteen of these businesses expanded, creating an additional 263 jobs. Sixty-four new businesses were established creating 343 jobs. A total of 606 jobs were created. The total number of jobs increased from 125 to 731.
- c. Source of Funds - Smith-Lever Section 1444 & State Matching funds
- d. Scope of Impact - State Specific

#### **Key Theme - Other – Acquisition and Maintenance of Community Facilities**

- a. The program development process and needs assessment surveys conducted by county staff revealed that rural communities were greatly in need of community facilities and services. These needs varied by community and ranged from acquiring facilities and services to maintaining and updating those that already existed in the community. Money to fund these needed facilities and services can only be obtained by establishing 501(c)(3) entities to seek grants. County staff provided the extending link of information connecting resources, grants and funding to the rural communities in which they live and work. Staff responded to 63 communities which revealed a need for basic resources. Information was disseminated to the communities via newsletters, educational meetings and individual visits. Two grant writing workshops were conducted. Sixty-three of these communities were provided technical assistance in acquiring needed services and facilities. Cooperating Institutions/Organizations: Rural Development; Texas Cooperative Extension; Department of Agriculture, Nutrition, and Human Ecology at PVAMU; Texas Rural Partners; Area Resource & Conservation Boards; Cooperative Agricultural Research Center; Texas Department of Housing and Community Affairs; local government; Communities Resources Group, Inc; Community Development Block Grant Program; Texas Department of Human Resources and Health; Lower Colorado

River Authority Energy; and Office of Rural and Community Affairs.

- b. Impact - As a result of the educational and technical assistance provided by Extension field staff, 17 communities established rural water/sewer systems or repaired, upgraded and expanded existing ones; 19 organized communities acquired and maintained quality volunteer fire and safety departments; 46 communities acquired facilities to conduct meetings and recreational and educational activities, and 58 facilities were established or acquired by groups and individuals to market their products.
- c. Source of Funds - Smith Lever, Section 1444 & State Matching funds
- d. Scope of Impact - State Specific

### **Key Theme - Community Enhancement**

- a. Field staff made a concentrated effort in motivating community residents to enhance their communities and place of residence. Fifty-eight educational programs and activities were conducted by staff and community leaders. Field staff developed and conducted 31 activities that promoted community maintenance, improvement and safety. Fifty-four communities were organized to implement community improvement and leadership programs. Community leaders assisted in implementing this effort by encouraging community residents to become involved, providing transportation, leading community projects and involving the media. Cooperating Institutions/Organizations: Texas Department of Housing and Community Affairs; Cooperative Agricultural Research Center; Councils of Governments; Texas Community Improvement Program; county sheriff and police departments; home improvement centers; Texas Cooperative Extension; Main Street local government; Chambers of Commerce; and church leaders.
- b. Impact - As a result of the efforts made to enhance communities and make residents feel better about the places where they reside, the following accomplishments were made. Programs were conducted in 31 of the communities organized that provided community enhancement options, education, recreation and ideas for establishing community safety programs. Forty-two communities improved their appearance. Six hundred and fifty-five community residents participated in community clean-up and fix-up activities. These included neighborhood clean-up days, rural trash clean-ups, trimming hedges and trees, planting flowers and shrubs, fence line cleaning, and cleaning vacant lots, church grounds, cemeteries and the home landscape. A total of 153 families and individuals adopted home beautification and maintenance practices which included improving and maintaining the landscape, insulating the home, putting on new siding, repairing and replacing the roof, removing mildew from the roof, painting the exterior and interior of the home, fixing plumbing problems, weather stripping, and installing new doors and screens. Sixteen communities established and conducted programs that provided educational recreation and a safe environment. Among those were neighborhood watch, family recreation, bike safety, park improvement, fishing and fitness. Eight communities established crime watch programs.

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

**Key Theme - Promoting Housing Programs**

- a. Cooperative Extension specialists and county staff conducted trainings, housing fairs, and developed news articles and newsletters to provide individuals across the state with current information on home ownership funding and First Time Home Buyers Education. One county assisted residents with education classes that led to credit worthiness and home ownership through a credit union that they established. Three counties held housing fairs that were planned by partnership task forces of state and local agencies- HUD, USDA Rural Housing; local stakeholders; banks, real estate brokers, attorneys, Housing Authorities, FEMA and Independent Mortgage Brokers, etc. Realizing that the two greatest problems for families in obtaining home ownership are credit and ability to deal with the paper work, emphasis is put on helping individuals get ready to apply to funding agencies. Creditable applicants are directed to USDA Rural Housing first because of their low interest rate that helps low income families qualify. A new concept that assists limited income families obtain quality affordable apartments is called Educational Based Housing. The goal of Educational Based Housing is to facilitate the development of families through cooperation with business, industry, government, educational institutions, service organizations and local agencies and to deliver services to families who are at-risk and who are the working poor. Day care centers and computer labs are located at each complex (so far only three in Texas.) One CEP agent has been instrumental in launching this project. Currently, 23 separate partners are part of this collective endeavor. Cooperating Institutions/Organizations: Rural Development; Texas Department of Housing and Community Affairs; Texas Cooperative Extension; The Department of Agriculture, Nutrition, and Human Ecology at PVAMU; Cooperative Agricultural Research Center; local government; local banks; HUD and Cypress Valley Cooperative.
- b. Impact - More than 392 individuals attended educational programs or fairs on housing acquisition sponsored by CEP and supported by TCE, HUD, United Way, USDA Rural Development, funding agencies and small business enterprises. Sixty-three persons were assisted with housing loan applications, and 20 were approved. Twenty-four persons utilized government housing assistance programs. Twenty-three individuals or families acquired standard/ satisfactory housing. One Community Housing Development Organization was established, and two individuals were directed to the Educational Based Housing. The Community Credit Union based on required home ownership and credit classes is prospering in its eighth year.
- c. Source of Funds-Smith-Lever, Section 1444 & State Matching funds
- d. Scope of Impact- State Specific

**Key Theme - Leadership Training and Development**



- a. Adhering to the belief that, “in union there is strength”, the Cooperative Extension Program continues to recruit and train facilitators for the Community Voices Leadership and Texans in Leadership curriculum programs. The experiences of 15 years with these programs have shown that, not only are communities brought together and projects accomplished, but individuals are developed to their fullest potential. Community Voices organizations continue to meet in two communities providing a catalyst to community clean-up, improved child care, parks, safer neighborhoods and water and sewer needs. Ninety-one recruited leaders provided new ideas and vision to neighborhoods. One hundred seventy-nine existing leaders continued to work to solve community problems. Leaders see the need to connect, partner and share resources with other key community organizations. Leadership programs are the number one program area that involve the Hispanic population, seeking to develop and integrate their leaders into the community decision making process. Cooperating Institutions/Organizations: Prairie View A&M University; Texas Cooperative Extension; Texas Rural Leadership Program, Inc; Texas Department of Health & Human Services; The Department of Agriculture, Nutrition, and Human Ecology at Prairie View A&M University; Cooperative Agricultural Research Center; Texas Municipal League; Texas Rural Partners; Area Chamber of Commerce; utility companies and cooperatives; Lower Colorado River Authority; LULAC and other Hispanic coalitions; and community associations.
- b. Impact - Nearly 293 leadership participants became involved in community issues, with 128 working specifically on a community project or a policy issue. Of these 293 eight became involved in county or city government, school boards or non-profit organizations. Three leadership graduates were elected to public office. Thirty-two communities worked on clean-ups, fix-ups, building renovations, parks, after school tutorial programs and enhanced transportation for rural residents. New, well trained leaders are still the key to rural plenty. Latinos for College in the Houston ISD has a membership of 72 and still conducts CV training once a year, including members of their family.
- c. Source of Funds-Smith-Lever, Section 1444 & State Matching funds
- d. Scope of Impact - State Specific

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

- a. Family & Consumer Sciences staff effectively partnered with numerous community leaders on family and senior issues. New partners included the Office of Institutional Relations and Public Service and the Division of Social Work. Other established partners who were instrumental in the success of educational programs were the PVAMU College of Nursing, Texas Cooperative Extension, Owens Franklin Health Center, Department of Health and Human Services, local school districts, Housing Authority, and Senior Citizen

centers. The Family & Consumer Sciences staff conducted 35 educational workshops and classes teaching families how to more efficiently save, shop and budget their income. Reports identify 17 parenting workshops implemented through Child Care Conferences and Parenting Classes which engaged young parents as well as grandparents in innovative educational activities.

- b. Impact: Evident in monthly reports and outcome summaries were successful program efforts that met the needs identified by clientele. Two thousand and one hundred seniors were enrolled for the Medicare Drug Discount Card. Additionally, 348,00 individuals were enlightened about this great program. Individuals participating in this program have saved an estimated \$300,000 on their medication which calculates a 92% savings. During the Child Passenger Seat Check-Up events, there were approximately 85 car seats installed in vehicles. The total cost for the car seats and savings for parents was approximately \$3,400.00. As a follow-up to the PVAMU campus event, Waller County FCS Agent distributed 30 safe car seats to 13 families. These families saved approximately \$900.00 not to mention the possibility of lives saved. Three hundred families attended educational classes on Financial Money Matters. Approximately 50 parents indicated positive changes adopted in parent to child communication, discipline, self-esteem and conflict management due to participating in parenting workshops.
- c. Source of Funds - United States Department of Agriculture (CSREES), Smith-Lever, Department of Health and Human Services.
- d. Scope of Impact - State Specific.

### **Key Theme - Workforce Preparation-Youth**

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

- b. Impact- A total of 2,896 youth were engaged in business workshops, seminars, and trade shows. Trained teachers from the T-TEEM project conducted a Business Competition and Trade Show with youth who participated in the project in school. Twenty-eight youth teams exhibited their marketing skills and entrepreneur strategies, and their business plans were judged. In 12 of the 18 counties reporting, approximately 2,000 youth and adults participated in career fairs, seminars and workshops at the county level. Approximately 80% of the participants improved their interviewing skills, resume writing, telephone etiquette, and proper dress for success via entrepreneur education. At the state level, a total of 210 youth and adults were involved in the CAYLL. This program gave youth an opportunity to gain knowledge about campus life, careers in agriculture and natural resources and related areas. Youth were also exposed to entrepreneurship concepts, identified their business interests, learned how to write business plans and began using skills learned in operating their own businesses. As a result of youth participating in these activities, 90% were exposed to college life for the first time, 80% identified an educational and career goal, and 50% changed their attitude concerning taking a job to creating a job. All of these activities increased the likelihood that these youth would further their education, acquire a successful career and become business owners.
- c. Source of Funds- Smith-Lever, Section 1444, State Strengthening Grant USDA-CSREES, and State Matching funds.
- d. Scope of Impact - State Specific

**Key Theme - Other – 4-H Volunteerism and Mentoring**

- a. To ensure strong educational programs for youth it is imperative that volunteerism and mentoring among adults are implemented. The 4-H & Youth development staff conducts educational programs to encourage adults to become volunteers and mentors. Programs are conducted regularly with public school teachers, community leaders and parents. These programs focus on team building, forming supportive relationships, understanding roles of volunteers, mentoring others, recruiting volunteers, and understanding and working with diverse audiences.
- b. Impact - A total of 501 adult volunteers worked with approximately 8,255 youth. Eighty percent of the volunteers who worked with youth gained an appreciation for making a difference in the lives of young people. Over 45 percent of the volunteers developed strong interests in teaching youth. Forty percent of the enrolled youth formed a mentoring relationship with an adult.
- c. Source of Funds - Smith-Lever, Section 1444 & State Matching funds
- d. Scope of Impact - State Specific

## **Key Theme - Other – 4-H Life Skills Development**

- a. The Cooperative Extension Program's professional 4-H staff is committed to conducting educational programs that enhance life skills development for Texas youth. Through a number of educational programs conducted at the county and state levels, youth were given opportunities to develop effective interpersonal and communication skills. Youth also learned to build positive relationships with adults and peers, changed attitudes and behaviors, and demonstrated ethical, social and moral responsibilities, while developing strong character. Texas teens learned to manage and handle conflicts through participating in after school projects such as Teen Leadership Connection. Youth also learned to accept cultural differences while understanding their own. Workshops, seminars, teen retreats, lock-ins and school enrichment programs were conducted that incorporated life skills development. Cooperating agencies, institutions and organizations included Prairie View A&M University, local division of social work, College of Agriculture and Human Sciences, Independent School Districts, Communities in Schools, and city, local, community and social agencies.
- b. Impact - A total of 3,925 youth participated in life skill programs. A total of 220 adults were trained to implement programs in churches, community centers and neighborhood schools. As a result of the youth participating in the county and state level programs focusing on life skills, it was found that 80% of the participants improved skills in communication and, 60% of the participants learned skills in managing their anger and negotiating. Eighty percent of the participants learned to make sound decisions, and 85% changed their levels of aggressive and delinquent behaviors. A total of 60% demonstrated ethical, social and moral responsibilities by making sound life choices.  
  
A total of 620 youth participated in the Bexar County TLC inner-city project. Twenty-five trained TLC master volunteers conducted the program in churches, community centers, and neighboring schools. As a result of the youth participating in this project, it was found that 85% of the participants improved skills in communication, learned skills in managing their anger and negotiating; 80% learned to make sound decisions, and changed their level of aggressive and delinquent behaviors. Teachers and parents also observed students who changed their attitudes.
- c. Source of Funds - Smith Lever, Section 1444, Kronkosky Foundation and State Matching funds
- d. Scope of Impact - State Specific

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

- a. Educational programs in agriculture, horticulture, natural resources, environmental stewardship and camping focused on animals and management, renewable natural resources, gardening, nature trails, water quality, lawn maintenance, food production, farm safety, wildlife and camping. Activities included hiking, method demonstrations, illustrated

talks, hands-on learning experiences and educational tours that complemented natural science projects. The process of conducting these programs required collaboration with many entities outside of the CEP including the Prairie View College of Agriculture and Human Sciences, Texas Cooperative Extension, Texas Department of Agriculture, Department of Parks and Wildlife, United States Forest Service, and many local and private groups.

- b. Impact - As a result of participating in these programs, a total of 3,324 youth and 165 adult volunteers from 22 rural and urban counties enrolled in animal care projects. These participants showed improved management and marketing practices. Because of participation in a statewide Goat Kid Giveaway program, a total of 175 youth exhibited evidence of improved animal and health care practices. Fifteen trained volunteer leaders and staff developed programs and workshops that taught both youth and adults how to manage their horticulture resources. Eighty percent of the enrolled 4-Hers acquired knowledge about food safety, preservation and preparation, pest management, conservation and ecology. A total of 2,224 youth increased their appreciation for natural resources and environmental management. Four hundred ninety-seven youth participated in a residential and outdoor camping program that promoted wildlife and natural resources, 90% of the youth gained an appreciation for outdoor programs that included natural sciences, forestry and aquatic sciences, and the youth also participated in programs that taught leadership, communication skills, social skills, computer technology, and personal safety. Five hundred youth participated in 4-H Sports Fishing programs conducted through summer programming at the H. S. Estelle 4-H and Youth Camp and in Harris County.
- c. Source of Funds- Smith-Lever, Section 1444, State Strengthening Grant USDA-CSREES, and State Matching funds
- d. Scope of Impact - State Specific

### **Key Theme - Leadership Training and Development**

- a. The 4-H & Youth Development Program staff planned and conducted educational leadership training sessions for youth and adults. These sessions provided youth and adults with the necessary skills to become effective community leaders, 4-H club leaders, mentors and 4-H teen leaders in their communities. These trainings also promoted leadership and citizenship skills through innovative techniques that enhanced social responsibilities, processes and structure for democracy. By youth and adults participating in these trainings, they were empowered to become 4-H club leaders, conduct school enrichment programs, lead special interest groups, assist in the conduct of the Annual Career and Youth Leadership Laboratory (CAYLL), Annual 4-H Kid-Goat Giveaway Project, State 4-H Goat Judging Contest, 4-H Teen Leadership Connection (TLC) and Community Bike Project and Texas Teens Exploring Entrepreneurial Minds (T-TEEM) Project.

Volunteering and mentoring were the key elements in building resilient, productive, and self directed individuals.

- b. Impact - The leadership training and development sessions reached a total of 2,450 4-H youth in 19 rural and urban counties throughout Texas. Two thousand three hundred 4-H'ers participated in leadership retreats, leadership laboratories, and local, state and national 4-H events. Approximately 490 4-H'ers completed community service projects that enhanced their ability to become productive and responsible citizens. Seventy percent of youth involved in school enrichment programs improved relationships with their families and communities. Forty-eight percent improved workforce skills. Eighty-five percent of the enrolled 4-H youth reported enhanced academic skills in leadership.
- c. Source of Funds - Smith-Lever, Section 1444, Kronkosky Foundation, State Strengthening Grant USDA-CSREES and State Matching funds
- d. Scope of Impact - State Specific

## **SCIENCE AND EDUCATION IMPACT**

The Cooperative Extension Program at Prairie View A&M University participates in the Science and Education Impact writing process. The 2004 impacts can be found on the USDA/CSREES website at <https://impact.csrees.usda.gov/impact/2004>.

## **STAKEHOLDER INPUT PROCESS**

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

Each county conducts an annual meeting which includes all of the program committees that make up the Extension program council. This meeting also includes the executive board (i.e., president, vice president, etc.). The chairperson of each program committee gives a report on the accomplishments for the past year and discusses goal attainment and future directions.

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

## **PROGRAM REVIEW PROCESS**

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

## **EVALUATION OF THE SUCCESS OF MULTI AND JOINT ACTIVITIES**

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

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

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

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

The planned programs of the Cooperative Extension Program were developed with the intention of involving other institutions, agencies and organizations in implementing many of the planned activities. Texas Cooperative Extension; various teaching, research and outreach units at Prairie View A&M University; and other State, local agencies and organizations assisted in the conduct

of programs led by the Cooperative Extension Program. The clientele were better served using this approach.

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