

2007 Tuskegee University Extension Plan of Work

Brief Summary about Plan of Work

Tuskegee University is a national, independent, and coeducational institution of higher learning that has a unique relationship with the State of Alabama. Instruction, research, and service are special elements of the University's mission. Instruction, research, and service, together with certain acts of the United States Congress and the State of Alabama, define Tuskegee University as a Land-Grant Institution. Therefore, Tuskegee University Cooperative Extension Program (TUCEP) works in cooperation with the Alabama Cooperative Extension System to carry out a comprehensive statewide Extension Plan of Work. TUCEP continues to focus its major efforts in 12 Alabama Black Belt counties, but it has programs in other counties as well. Also, contributions are made toward several 3(d) program objectives as funds become available.

The Tuskegee University Cooperative Extension Program Plan of Work includes the Extension Team Projects (ETPs) and selected 3(d) programs, estimated FTEs, the merit review process, evaluation of multistate and joint activities, stakeholder input, and planned programs. The core of TUCEP is centered in six Extension Team Projects (ETPs).

(1) Alabama Entrepreneurial Initiative (AEI): A Strategy for Workforce Development. The objectives are to provide youth and adults exposure to a variety of entrepreneurial curriculums, programs, and models, allow participants to examine on-going programs and curricula that emphasize entrepreneurial education and encourage partnering with local businesses to enhance entrepreneurial skills, engage participants in experiential "hands-on-learning," and explore the development of entrepreneurship education.

(2) Assisting Small-Scale Farmers and Landowners to Manage Change in Agriculture. The objective is to increase profitability and sustainability for small-scale farmers and landowners who continue to face production, financial, and marketing challenges due to the size of their operations as well as other historical and environmental factors. Also, it addresses the issues of declining numbers of small-scale producers, land loss by small-scale farmers, rural communities controlled by and/or left in the hands of a few, strategies for the survival of small-scale farms, the challenge in organizing and maintaining small-scale farms, new marketing opportunities, new technology, a growing concern relative to the use of chemicals, preservation methods, and food safety.

(3) Enhancing Citizens' Capacity to Transform Communities. This ETP has two tracks which include business and individual planning tracks. These tracks are intended to assist business owners with business planning as well as help with other tools for sound decision-making, especially financial and long-term planning. The Individual Leadership Track is to enhance the leadership capacity of individuals, and organizations, and community residents and leaders with requisite skills in leadership.

(4) Integrated Natural Resources and Environmental Education. The objectives are to address a variety of critical educational needs in the areas of natural resources, water quality, and environmental management, including environmental justice issues. Also, this ETP will increase environmental awareness and promote responsible environmental stewardship among Alabamians, as a whole, and particularly its rural minority populations.

(5) Promoting Healthy Behavior. The objective is to increase awareness among racial and ethnic minority groups in Alabama about the risk factors of heart disease, stroke, high blood pressure, obesity, diabetes, and cancer.

(6) Promoting Healthy Living Environments for Under-served and Hard to Reach Audiences, including Parenting. The objective is to teach participants to use what they learn to positively change behavior. Information in the curriculum is based on results of scientific and educational research, observation, and clinical trials. The curriculum is comprised of six components: an informative and instructive introductory section, four content modules, and a resource/reference section. The four content modules are: (a) Balancing Food Preferences with Knowledge of Nutrition, (b) Health Status and Age-Related Nutrition, (c) Enhancing Management Skills, and (d) Ensuring Food Quality and Safety.

Estimated number of professional FTEs/SYs to be budgeted for this plan.

Year	Extension		Research	
	1862	1890	1862	1890
2007	0.0	16.2	0.0	0.0
2008	0.0	16.2	0.0	0.0
2009	0.0	16.2	0.0	0.0
2010	0.0	16.2	0.0	0.0
2011	0.0	16.2	0.0	0.0

Merit Review Process

The merit review process that will be employed during the 5-Year Plan of Work cycle

- Internal University Panel
- External University Panel
- Expert Peer Review

Brief explanation

The Tuskegee University Cooperative Extension Program, in collaboration with the Alabama Cooperative Extension System, began the Extension Team Project concept in 1998. The Extension Team Projects involve teams of interdisciplinary specialists and county agents throughout the Alabama network, where each project focuses on specific related problems. Each year, TUCEP specialists, county agents, and advisory council members will review the Extension Team Projects for recommended changes. This will constitute the internal review panel. The local advisory council members will constitute the external review team from each county unit, as well as the state advisory council members. An expert peer review team will be appointed to participate in the process. Recommendations from each Extension Team Project, led by TUCEP specialists and agents, will be made from the local advisory council members to the state advisory council members, and a report from the state advisory council members will be made to the expert peer review team for changes in programs. The expert review team will make recommendations to the Cooperative Extension Administrator for approval.

Evaluation of Multis & Joint Activities

1. How will the planned programs address the critical issues of strategic importance, including those identified by the stakeholders?

Tuskegee University seeks to maintain and increase its participation in multistate Extension programs and activities through existing and new partnerships. The 1890 Land Grant Institution's Strategic Plan provides a framework to facilitate increased collaboration in the various states. The FF-News Educational Curriculum, used in Promoting Healthy Living Environments for Underserved and Hard to Reach Audiences, will address the issues that are related to stakeholders and community needs through the modules referenced: (1) Balancing food preferences with knowledge of nutrition, (2) Health status and age-related nutrition, (3) Enhancing management skills, and (4) Ensuring food quality and safety. The 1890 System Program Development Logic Model: EFNEP will focus on how to disseminate effective nutrition and health information to targeted populations in the 1890 System, which will be limited resource families with children and/or limited-resource youth. Integrated Natural Resources and Environmental Education will address the issues of water quality, environmental stewardship, land ownership, forestry issues, and other related issues to stakeholders and community needs through environmental education, farmers' conferences, workshops, and seminars.

2. How will the planned programs address the needs of under-served and under-represented populations of the State(s)?

Planned programs will address the needs of under-served and under-represented populations by using appropriate research-based materials, needs assessments, workshops, conferences, demonstrations, media information, and involvement

of local organizations.

3. How will the planned programs describe the expected outcomes and impacts?

The workshops, conferences, demonstrations, and other activities will improve awareness, knowledge, skills, thus leading to a more sustainable quality of life and self-sufficiency.

4. How will the planned programs result in improved program effectiveness and/or efficiency?

Using the logic model helps to organize and systematize program planning, management, and evaluation functions. These functions include: program design and planning, program implementation, program evaluation and strategic reporting. Since the most basic program logic model is a picture of how the program works -- the theory and assumptions underlying the program, the planned program herein provides structure and directions which help streamline program effectiveness and efficiency in program implementation and outcomes. Also, this model provides accountability by relating inputs, outputs, and outcomes. A programmer knows in the planning stage what is expected before becoming engaged in project implementation. This model provides both effectiveness and efficiency, and a more constructive use of time and resources.

Stakeholder Input

1. Actions taken to seek stakeholder input that encourages their participation (Check all that apply)

- Use of media to announce public meetings and listening sessions
- Targeted invitation to traditional stakeholder groups
- Targeted invitation to non-traditional stakeholder groups
- Targeted invitation to traditional stakeholder individuals
- Targeted invitation to non-traditional stakeholder individuals
- Targeted invitation to selected individuals from general public
- Survey of traditional stakeholder groups
- Survey of traditional stakeholder individuals
- Survey of the general public
- Survey specifically with non-traditional groups
- Survey specifically with non-traditional individuals
- Survey of selected individuals from the general public

Brief explanation.

To ensure Extension program relevance and quality, Tuskegee University Cooperative Extension Program has strengthened its relationships with various interest groups in the communities it serves in the 12 Black Belt counties and throughout the State of Alabama by forming County and State Advisory Councils.

Six County Councils are established in 12 Alabama Black Belt counties. Membership on these councils consists of established and emerging leaders of existing and targeted clientele organizations.

From this membership, a State Advisory Council is formed, and it includes farmers, educators, public officials and other individuals.

The State Advisory Council consists of a diverse group of committed lay and professions who team with the administrators, specialists, and agents to give advise, plan, implement, deliver, evaluate and report results/impacts that improve the quality of life for the participants.

The State Advisory Council is organized into the following committees: (1) agricultural assistance, (2) community and economic development, (3) leadership and volunteer development, (4) family life development and food safety, (5) nutrition, diet and health, (6) water quality and environmental education, (7) entrepreneurial and youth development, and (8) the legislative committee.

The annual meeting of the State Advisory Council is held in February. Quarterly or semi-annual meetings are scheduled on the basis of need to address critical issues/needs. Also, each of the six Extension County Units has Program Action Committees (PAC) which help to identify problems/issues that are relevant to the local needs of clientele in each area of Extension activity, and provide input into program planning, implementation, and evaluation for the Annual Plan of Work.

2(A). A brief statement of the process that will be used by the recipient institution to identify individuals and groups stakeholders and to collect input from them

1. Method to identify individuals and groups

- Use Advisory Committees

- Use Internal Focus Groups
- Use External Focus Groups
- Open Listening Sessions
- Needs Assessments
- Use Surveys

Brief explanation.

The processes that will be used to identify individuals and groups will consist of public listening sessions, program action committees, forums, farmers conference, economic development summit, county advisory council members, state advisory council members, and local community elected officials.

The methods used to identify individuals, groups, and stakeholders will consist of local public meetings, making public announcements on radio, television, newspaper, leaflets, and community organizations, including faith-based institutions, where possible, and specialists and agent contacts.

2(B). A brief statement of the process that will be used by the recipient institution to identify individuals and groups stakeholders and to collect input from them

1. Methods for collecting Stakeholder Input

- Meeting with traditional Stakeholder groups
- Survey of traditional Stakeholder groups
- Meeting with traditional Stakeholder individuals
- Survey of traditional Stakeholder individuals
- Meeting with the general public (open meeting advertised to all)
- Survey of the general public
- Meeting specifically with non-traditional groups
- Survey specifically with non-traditional groups
- Meeting specifically with non-traditional individuals
- Survey specifically with non-traditional individuals
- Meeting with invited selected individuals from the general public
- Survey of selected individuals from the general public

Brief explanation

The methods used for collecting stakeholders' input will be listening sessions, interactive methods (discussion groups), recommendations from program action committees, county advisory council members, state advisory members, and local community elected officials. Problems/issues will be identified from each county Extension unit, and priority will be given to those areas affecting the greatest number of people.

3. A statement of how the input will be considered

- In the Budget Process
- To Identify Emerging Issues
- Redirect Extension Programs
- In the Action Plans
- To Set Priorities

Brief explanation.

Input will be considered based upon needs of the clientele and priorities of the Extension program goals and objectives, such as budgeting, emerging issues, and redirecting extension programs.

1. Name of the Planned Program

Alabama Entrepreneurial Initiative (AEI): A Strategy for Workforce Development

2. Program knowledge areas

- 801 Individual and Family Resource Management 25 %
- 806 Youth Development 25 %
- 601 Economics of Agricultural Production and Farm Management 25 %
- 604 Marketing and Distribution Practices 25 %

3. Program existence

- Mature (More than five years)

4. Program duration

- Long-Term (More than five years)

5. Brief summary about Planned Program

The future workforce needs of Alabama's Black Belt counties will depend on establishing future entrepreneurs. Shifts in the Black Belt's economy point to the necessity of preparing youths and adults for employable futures. AEI can be viewed as a first step in preparing both youth-at-risk and adults for participation in Alabama's workforce and for self-employment. AEI is a catalyst for workforce development in the Black Belt. AEI attempts to build a systematic approach involving youth, adult volunteers, Alabama citizens, and the Cooperative Extension Program in an entrepreneurial education initiative. Assessment of each activity associated with the conduct of this project will be taken. Pre and post tests will be conducted for all curriculum materials. Follow-up surveys will be sent out to determine if project participants implemented any new businesses in their county, and whether or not the information proved helpful in the conduct of existing businesses. All participants will complete the following evaluation instruments: participants' attendance list and assessment of activities; pre and post test instruments associated with curriculum materials; list of start up businesses, schools participating, and community agencies involved in the conduct of this ETP. Data will be analyzed and impacts reported.

6. Situation and priorities

Alabama's Black Belt Region is the targeted twelve counties programming area for Tuskegee University Cooperative Extension Program. Persistent poverty in this region is being perpetuated by financial distressed schools systems, lack of economic development, unskilled labor forces, high unemployment rates, high school drop out rates, and excessive number of social services participants. The Alabama Entrepreneurial Initiative is an effort to provide informational community-based experiential educational opportunities to rural youths and adults interested in exploring entrepreneurial endeavors.

7. Assumptions made for the Program

The future economic development of the Black Belt will depend on establishing future entrepreneurs. Shifts in the Black Belt's economy point to the necessity of preparing youths and adults for employable futures and small business development.

8. Ultimate goal(s) of this Program

The objectives are to provide youth and adults exposure to a variety of entrepreneurial curriculums, programs, and models, allow participants to examine on-going programs and curricula that emphasize entrepreneurial education and encourage partnering with local businesses to enhance entrepreneurial skills, engage participants in experiential "hands-on-learning", and explore the development of entrepreneurship education.

9. Scope of Program

- In-State Extension
- Multistate Extension

Inputs for the Program

10. Expending formula funds or state-matching funds

- Yes

11. Expending other than formula funds or state-matching funds

- No

12. Expending amount of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
2007	0.0	1.0	0.0	0.0
2008	0.0	1.0	0.0	0.0
2009	0.0	1.0	0.0	0.0
2010	0.0	1.0	0.0	0.0
2011	0.0	1.0	0.0	0.0

Outputs for the Program

13. Activity (What will be done?)

The implementation of entrepreneurial training will be conducted in schools, community setting, and youth camps. There will be pre- and post evaluations of participant's prior knowledge of entrepreneurship.

14. Type(s) of methods will be used to reach direct and indirect contacts

Extension	
Direct Method	Indirect Methods
<ul style="list-style-type: none"> ● Education Class ● Workshop ● Group Discussion ● One-on-One Intervention ● Demonstrations 	<ul style="list-style-type: none"> ● Newsletters ● TV Media Programs ● Other 1 (Request by community agencies)

15. Description of targeted audience

The targeted audiences are the rural and urban general population -- youths, adults, community leaders, elected and appointed officials.

16. Standard output measures

Target for the number of persons(contacts) to be reached through direct and indirect contact methods

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2007	45	500	200	500
2008	48	525	225	525
2009	52	535	235	535
2010	57	575	257	575
2011	62	610	300	610

17. (Standard Research Target) Number of Patents

Expected Patents	
Year	Target
2007	0
2008	0
2009	0
2010	0
2011	0

18. Output measures

Output Text

Schools, community centers, faith-based organizations, summer camps, extension personnel and youth service agencies.

- 2007 Target: 20
- 2008 Target: 25
- 2009 Target: 30
- 2010 Target: 35
- 2011 Target: 40

Outcomes for the Program

19. Outcome measures

Outcome Text: Awareness created

Outcome Text

Youth and adults will explore entrepreneurship, economics, law, government and business ethics. Expand participant's knowledge of math, public speaking, marketing, decision-making and business leadership.

Outcome Type: Short

- 2007 Target: 200
- 2008 Target: 225
- 2009 Target: 250
- 2010 Target: 275
- 2011 Target: 300

20. External factors which may affect outcomes

- Economy
- Appropriations changes
- Public Policy changes
- Competing Programatic Challenges

Description

Alabama ranks high in income disparity -- the gap between rich and poor. There are inadequate schools, lack of job opportunities in industry, out migration, and lack of available financial resources to support minority businesses.

21. Evaluation studies planned

- Before-After (before and after program)
- Comparisons between program participants (individuals,group,organizations) and non-participants
- Comparisons between different groups of individuals or program participants experiencing different levels of program intensity.

Description

All participants will be tested to determine their prior knowledge of entrepreneurship as well as knowledge acquired. Student participants will be compared to cohorts that did not receive training.

22. Data Collection Methods

- Whole population
- On-Site
- Structured
- Observation
- Tests

Description

Assessment of each activity associated with the conduct of this project will be taken. Pre and post tests will be conducted for all curriculum materials. Follow-up surveys will be sent out to determine if project participants implemented any new businesses in their county, and whether or not the information proved helpful in the conduct of existing businesses. All participants will complete the following evaluation instruments: participants' attendance list and assessment of activities; pre and post test instruments associated with curriculum materials; list of start up businesses, schools participating, and community agencies involved in the conduct of this ETP. Data will be analyzed and impacts reported.

1. Name of the Planned Program

Assisting Small-Scale Farmers and Landowners to Manage Change in Agriculture

2. Program knowledge areas

- 211 Insects, Mites, and Other Arthropods Affecting Plants 10 %
- 102 Soil, Plant, Water, Nutrient Relationships 10 %
- 501 New and Improved Food Processing Technologies 10 %
- 301 Reproductive Performance of Animals 10 %
- 111 Conservation and Efficient Use of Water 10 %
- 123 Management and Sustainability of Forest Resources 10 %
- 201 Plant Genome, Genetics, and Genetic Mechanisms 10 %
- 601 Economics of Agricultural Production and Farm Management 10 %
- 141 Air Resource Protection and Management 5 %
- 131 Alternative Uses of Land 15 %

3. Program existence

- Mature (More than five years)

4. Program duration

- Long-Term (More than five years)

5. Brief summary about Planned Program

This project addresses the challenges facing small-scale producers, their families, and their communities. The issues of declining numbers of small-scale producers, land loss by small-scale producers, lack of resources, lack of marketing opportunities, low profitability, dying communities, and globalization are critical to small-scale agriculture. Emphasis is placed on marketing opportunities, livestock management, crop management, home garden and grounds, forest land management, and risk management. This project will result in small-scale producers and/or communities making informed and research-based decisions; understanding the nature of changes in agriculture; understanding and being able to use tools, strategies, and techniques that are applicable to them; and increasing profitability and sustainability.

6. Situation and priorities

This project addresses the challenges facing small-scale producers, their families, and their communities. This project will result in small-scale producers and/or communities making informed and research-based decisions; understanding the nature of changes in agriculture; understanding and being able to use tools, strategies, and techniques that are applicable to them; and increasing profitability and sustainability.

7. Assumptions made for the Program

Good instructional practice is good practice for all learners even those with learning difficulties/disabilities, cultural differences, handicaps, etc.

The inclusion movement in the field of leadership development and business and individual planning has developed many tools that could be adapted for use in extension.

The push to meet the needs of diverse learners comes from several directions. The movement toward individual civil rights and equality sets the priority to reach underserved audiences.

8. Ultimate goal(s) of this Program

The objective is to increase profitability and sustainability for small-scale farmers and landowners who continue to face production, financial, and marketing challenges due to the size of their operations as well as other historical and environmental factors. Also, it addresses the issues of declining numbers of small-scale producers, land loss by small-scale farmers, rural communities controlled by and/or left in the hands of a few, strategies for the survival of small-scale farms, the challenge in organizing and maintaining small-scale farms, new marketing opportunities, new technology, a growing concern relative to the use of chemicals, preservation methods, and food safety.

9. Scope of Program

- In-State Extension

Inputs for the Program

10. Expending formula funds or state-matching funds

- Yes

11. Expending other than formula funds or state-matching funds

- No

12. Expending amount of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
2007	0.0	4.2	0.0	0.0
2008	0.0	4.2	0.0	0.0
2009	0.0	4.2	0.0	0.0
2010	0.0	4.2	0.0	0.0
2011	0.0	4.2	0.0	0.0

Outputs for the Program

13. Activity (What will be done?)

The types of activities will consist of Integrated Pest Management, Plasticsulture, Organic Farming, Forest Management, Animal Management and Marketing.

14. Type(s) of methods will be used to reach direct and indirect contacts

Extension	
Direct Method	Indirect Methods
<ul style="list-style-type: none"> ● Education Class ● Workshop ● Group Discussion ● One-on-One Intervention ● Demonstrations 	<ul style="list-style-type: none"> ● Public Service Announcement ● Newsletters ● Web sites

15. Description of targeted audience

The targeted audience will consist of small-scale producers and landowners in the 12 Black Counties of Alabama.

16. Standard output measures

Target for the number of persons(contacts) to be reached through direct and indirect contact methods

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2007	2000	3000	25	75
2008	2200	3200	30	85
2009	2250	3250	35	90
2010	2300	3300	40	95
2011	2350	3350	45	100

17. (Standard Research Target) Number of Patents

Expected Patents	
Year	Target
2007	0
2008	0
2009	0
2010	0
2011	0

18. Output measures

Output Text

The output target will consist of training in Integrated Pest Management, Plasticulture, Organic Farming, Forest Management, Animal Management and Marketing involving farmers, landowners, homeowners, senior citizens, youth farmer organizations, federal and state agencies and private industry.

2007 Target: 400
 2008 Target: 425
 2009 Target: 450
 2010 Target: 475
 2011 Target: 500

Outcomes for the Program

19. Outcome measures

Outcome Text: Awareness created

Outcome Text

Participants will gain awareness of new techniques in agriculture and natural resources management. The number of participants who change attitudes about existing production techniques will increase.

Outcome Type: Short

2007 Target: 110
 2008 Target: 121
 2009 Target: 133
 2010 Target: 141
 2011 Target: 153

20. External factors which may affect outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Government Regulations
- Competing Public priorities

Description

Weather and climatic conditions, government, pest and diseases, economy, cultural factors and infrastructure will affect the outcomes.

21. Evaluation studies planned

- Case Study
- Other (Farm surveys)

Description

The evaluation will measure results in small-scale producers and/or communities making informed and research-based decisions, understanding the nature of changes in agriculture, understanding and being able to use tools, strategies, and techniques that are applicable to them and increasing profitability and sustainability.

22. Data Collection Methods

- Whole population
- Mail
- On-Site
- Structured
- Case Study
- Observation

Description

Data will be collected by on-site interviews and evaluations, observations by agents and specialists, and case studies.

1. Name of the Planned Program

Enhancing Citizens Capacity to Transform Communities

2. Program knowledge areas

- 805 Community Institutions, Health, and Social Services 25 %
- 602 Business Management, Finance, and Taxation 25 %
- 608 Community Resource Planning and Development 50 %

3. Program existence

- Mature (More than five years)

4. Program duration

- Long-Term (More than five years)

5. Brief summary about Planned Program

This program will focus on leadership development for individuals, strategic and resource enhancement for communities, and business development skills and technical assistance for entrepreneurs and start-up business owners.

6. Situation and priorities

Social and economic indicators in the Black Belt counties of Alabama show low levels of income, education, social services and high levels of unemployment and poverty. With the lack of resources (both human and financial capital) or with the infusion of local, state and/or federal support, the need for leadership and business development skills to coordinate and effectively provide services is critical and mandatory.

7. Assumptions made for the Program

Start-up businesses and existing business owners will accept the information provided. Partners and agencies will cooperate and project personnel. Funding will be available to execute projects. Appropriate personnel will be hired to implement projects. Personnel will adhere to civil rights and ADA regulations.

8. Ultimate goal(s) of this Program

The ETP has two tracks which include business leadership development and individual planning workshops. These tracks assist business owners with business planning as well as help with other tools for sound decision-making, especially financial and long-term planning. The Individual Leadership Track enhances the leadership capacity of individuals, organizations, community residents and leaders with requisite skills in leadership.

9. Scope of Program

- In-State Extension
- Integrated Research and Extension
- Multistate Extension
- Multistate Integrated Research and Extension

Inputs for the Program

10. Expending formula funds or state-matching funds

- Yes

11. Expending other than formula funds or state-matching funds

- Yes

12. Expending amount of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
2007	0.0	1.6	0.0	0.0
2008	0.0	1.6	0.0	0.0
2009	0.0	1.6	0.0	0.0
2010	0.0	1.6	0.0	0.0
2011	0.0	1.6	0.0	0.0

Outputs for the Program

13. Activity (What will be done?)

The activities will include business leadership development skills workshops, business and individual planning workshops, one-on-one technical assistance, and short-term skills training.

14. Type(s) of methods will be used to reach direct and indirect contacts

Extension	
Direct Method	Indirect Methods
<ul style="list-style-type: none"> ● Education Class ● Workshop ● Group Discussion ● One-on-One Intervention 	<ul style="list-style-type: none"> ● Public Service Announcement ● Newsletters ● TV Media Programs ● Web sites

15. Description of targeted audience

The target audiences will be start-up entrepreneurs, existing business owners, community organization leadership, and faith-based organizations.

16. Standard output measures

Target for the number of persons(contacts) to be reached through direct and indirect contact methods

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2007	120	300	20	30
2008	125	360	25	40
2009	130	420	30	50
2010	150	480	35	60
2011	180	540	40	70

17. (Standard Research Target) Number of Patents

Expected Patents	
Year	Target
2007	0
2008	0
2009	0
2010	0
2011	0

18. Output measures

Output Text

Participants will be trained in leadership skills development, business planning and management, and how to access loans and other resources.

- 2007 Target: 60
- 2008 Target: 70
- 2009 Target: 80
- 2010 Target: 90
- 2011 Target: 100

Outcomes for the Program

19. Outcome measures

Outcome Text: Awareness created

Outcome Text

Thirty will acquire business and leadership development skills. Twenty business plans will be developed and 20 will have business loans approved.

Outcome Type: Short

- 2007 Target: 70
- 2008 Target: 80
- 2009 Target: 90
- 2010 Target: 100
- 2011 Target: 110

20. External factors which may affect outcomes

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

Description

Weather and climatic conditions, government policies, economy, cultural factors and information technology infrastructure.

21. Evaluation studies planned

- Before-After (before and after program)
- During (during program)
- Case Study

Description

Participants will be given pre and post test to determine their knowledge of business and leadership development skills. Records will be kept to determine the effectiveness of program intervention, the number of small businesses started and the number of loans secured.

22. Data Collection Methods

- Whole population
- Mail
- On-Site
- Structured
- Unstructured
- Case Study
- Observation
- Portfolio Reviews

Description

Specialists, agents and research assistants will collect data from different methods evaluation.

1. Name of the Planned Program

Integrated Natural Resources and Environmental Education

2. Program knowledge areas

- 131 Alternative Uses of Land 15 %
- 104 Protect Soil from Harmful Effects of Natural Elements 25 %
- 112 Watershed Protection and Management 25 %
- 141 Air Resource Protection and Management 10 %
- 125 Agroforestry 25 %

3. Program existence

- New (One year or less)

4. Program duration

- Long-Term (More than five years)

5. Brief summary about Planned Program

This Extension Team Project will allow the Tuskegee University Cooperative Extension Program to address a variety of critical educational needs in the areas of natural resources, water quality, and environmental management, including environmental justice issues. Natural resources and environmental education issues. Special emphasis will be placed on youth and young adults in the Black Belt region of Alabama. Immediate to moderate measurable outcomes associated with this Extension Team Project will include the number of home/farm environmental assessments conducted, the number of management plans written, and plans/practices adopted. Long term outcomes will focus on the increased natural resource educational base of targeted youth, the number of young adults choosing careers in natural resources related areas, and the improved quality of area streams, private wells, watersheds as a whole, laboratory assistance and resource support will be provided by the George Washington Carver Agricultural Experiment Station.

6. Situation and priorities

Natural resources and environmental education and justice are neither racial or gender specific, yet they address the lives of Alabamians across economic and rural/urban boundaries. Changing behavior is an outcome of gaining information. The impact of uniformed decisions is critical to understanding the need for change and the value of collective action by community residents especially those in the Black Belt counties in setting the "agenda" for environmental safety, preservation and sustainability. Watershed and wellhead data collection will be coordinated to compliment current research needs and future expectations. As a member of the 1890 Water Quality Group, environmental assessments and water quality studies will be conducted in accordance with national standards and will become part of a region watershed impact study.

7. Assumptions made for the Program

Responsible environmental stewardship is essential to sustainable community development and resource conservation. Entire populations and communities need to effectively receive environmental education. The delivery of this educational information is said to be most effective in youth and young adult populations. Concerted efforts aimed toward responsible environmental conservation need to occur on every level (private well owners - elected officials). The overall environmental health of any community ultimately depends upon the entire realm of physical-physiological indicators.

8. Ultimate goal(s) of this Program

The objectives are to address a variety of critical educational needs in the areas of natural resources, water quality, and environmental management, including environmental justice issues. Also, this ETP will increase environmental awareness and promote responsible environmental stewardship among Alabaminas, as a whole, and particularly its rural minority populations.

9. Scope of Program

- In-State Extension
- Integrated Research and Extension
- Multistate Extension

Inputs for the Program

10. Expending formula funds or state-matching funds

- Yes

11. Expending other than formula funds or state-matching funds

- Yes

12. Expending amount of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
2007	0.0	0.5	0.0	0.0
2008	0.0	0.5	0.0	0.0
2009	0.0	0.5	0.0	0.0
2010	0.0	0.5	0.0	0.0
2011	0.0	0.5	0.0	0.0

Outputs for the Program

13. Activity (What will be done?)

The Integrated Natural Resources and Environmental Education ETP will consist of Annual Forestry Camps, Kids-N-Creek camps, Kids Day on the Farm camps and an Annual Water Festival. Other activities will involve private well testing/wellhead protection, small acreage water resource management, community awareness educational programs and home air quality assessments.

14. Type(s) of methods will be used to reach direct and indirect contacts

Extension	
Direct Method	Indirect Methods
<ul style="list-style-type: none"> ● Education Class ● Workshop ● Group Discussion ● One-on-One Intervention ● Demonstrations 	<ul style="list-style-type: none"> ● Public Service Announcement ● Newsletters ● TV Media Programs ● Web sites

15. Description of targeted audience

The target audience consist of youths and adults, rural and urban agriculture clientele with needs in the areas of natural resources, water quality and environmental management, including environmental health and justice issues.

16. Standard output measures

Target for the number of persons(contacts) to be reached through direct and indirect contact methods

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2007	700	150	850	100
2008	875	175	900	150
2009	900	200	950	150
2010	925	225	975	150
2011	975	250	1000	150

17. (Standard Research Target) Number of Patents

Expected Patents	
Year	Target
2007	0
2008	0
2009	0
2010	0
2011	0

18. Output measures

Output Text

Underserved Black Belt area grade school students will be exposed to specific age appropriate educational activities designed to reinforce current classroom instructional curriculums. While targeting the youth, parents, volunteers and community leaders will also be provided necessary instructions in responsible environmental stewardship practices and principles.

- 2007 Target: 112
- 2008 Target: 100
- 2009 Target: 100
- 2010 Target: 100
- 2011 Target: 100

Outcomes for the Program

19. Outcome measures

Outcome Text: Awareness created

Outcome Text

Youth participants will acquire knowledge, skills and awareness regarding well head protection, point/non-point source pollution, environmental stewardship, management of natural resources and water conservation. Adult participants will incorporate skills/knowledge and change behavior related to: pollution prevention, management of water resources, litter disposal and waste management, conservation and recycling of natural resources and safe and effective use of fertilizers and pesticides.

Outcome Type: Long

2007 Target: 177
2008 Target: 155
2009 Target: 133
2010 Target: 155
2011 Target: 355

20. External factors which may affect outcomes

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

Description

There are no other public entities that promote responsible management of private wells and landowners' resources, including all aspects of landowner liabilities. No existing agency primarily targets environmental education in the Black Belt population of Alabama, especially the underserved portions of this population. Tuskegee University has in place of state of the art teaching model for indoor air quality and other environmental factors. Diagnostic testing capabilities are being revived at Tuskegee University. Tuskegee University has extensive experience of public advocacy forums surrounding environmental justice issues including landfills.

21. Evaluation studies planned

- During (during program)
- Comparisons between different groups of individuals or program participants experiencing different levels of program intensity.
- Comparison between locales where the program operates and sites without program intervention

Description

Evaluations will be based on data concerning short term effects of the ETP, including assessments relative to increased awareness and knowledge of the content matter of this ETP, expressed intentions to follow recommended changes, and observations.

22. Data Collection Methods

- Sampling
- Whole population
- Mail
- On-Site
- Observation

Description

Data from pre and post evaluations collected from youth and adult volunteers will be analyzed and utilized for formulation of best management practices specific for their community and/or watershed. Early indications will be determined by the number of wellhead protection surveys conducted and environmental assessments completed.

1. Name of the Planned Program

Promoting Healthy Behavior

2. Program knowledge areas

- 703 Nutrition Education and Behavior 50 %
- 724 Healthy Lifestyle 50 %

3. Program existence

- Mature (More than five years)

4. Program duration

- Long-Term (More than five years)

5. Brief summary about Planned Program

Obesity is an epidemic in Alabama. Alabama ranks number one in the nation in obesity and diabetes. Eighty percent (80%) of people with Type 2 Diabetes are obese or overweight. African Americans, and especially women are carrying many of the pounds. A study by the Center for Disease Control and prevention found as many as 82% of African American women in the Black Belt counties of Alabama, across the various age groups, qualified as overweight or obese (Behavioral Risk Factor Surveillance System, 2004). Obesity and the risk for metabolic syndrome are increasing rapidly in Alabama. Over 40 diseases have been identified with obesity and overweight. The metabolic syndrome increases one's risk of cardiovascular events by 50%. Eleven percent of people with the metabolic syndrome progress to Type 2 diabetes each year. People with diabetes have a two to fourfold increase in cardiovascular risk in addition to the complications of diabetes. Cardiovascular disease, including heart disease and stroke, is by far the largest killer in the 12 Black Belt counties of Alabama. Children in these communities are at-risk in obesity. The problem is that many African Americans and other minority population groups generally are not aware of ways to protect themselves and their families from developing diabetes and CVD. The data also shows that many minorities face significant deterrents that make it difficult to adopt recommended lifestyle changes.

6. Situation and priorities

Obesity is not just a problem in Alabama, it is an epidemic. The state ranks number one (1) in the nation for obesity and diabetes. Eighty percent (80%) of people with Type 2 Diabetes are obese or overweight. African-Americans, and especially women, are carrying many of the pounds. A study by the Centers for Disease Control and Prevention found as many as 82% of African-American women in Black Belt counties across various age groups, qualified as overweight or obese (Behavioral Risk Factor Surveillance System (BRFSS), 2004).

Obesity and the risk for the metabolic syndrome are increasing rapidly in Alabama. Over 40 diseases have been identified with obesity and overweight. The metabolic syndrome increases one's risk of cardiovascular events by 50%. Second, 11% of people with the metabolic syndrome progress to Type 2 diabetes per year. The people with diabetes have a two to fourfold increase in cardiovascular risk in addition to the complications of diabetes. Cardiovascular disease, including heart disease and stroke, is by far the biggest killer in the twelve Black Belt counties in Alabama. In 1998, almost half of all deaths in these counties were due to cardiovascular disease (CVD). African Americans are twice as likely as whites to have diabetes, and experience higher rates of hypertension, a risk factor for heart disease. The risk factors for the high incidence of this disease include: high level of bad cholesterol, high blood pressure, certain types of cancer, diabetes, and diets too high in saturated fats, lack of exercise, and the use of tobacco. Fortunately, there are a number of ways that people can reduce their risk of developing diabetes, heart disease, stroke, and conditions that lead to these diseases.

As estimated 15% of children in middle school (7th and 8th grades) are either overweight or obese, and an additional 18.7% are at risk to become overweight or obese. In high school, 14.8% is overweight or obese and 17.8% is at risk.

The problem is that many African Americans and other minority population groups generally are not aware of ways to protect themselves and their families from developing diabetes and CVD. The data also show that many minorities face significant deterrents that make it difficult to adopt recommended lifestyle changes.

Several studies show that intensive lifestyle interventions resulted in relative reduction in the incidence of overweight and obesity, diabetes and other obesity related diseases.

7. Assumptions made for the Program

Curriculum used will keep participants motivated and involved throughout its duration.

Assume that organizations with similar goals will partner with this program.

Participants will be receptive to information provided by program.

Through the three (3) components of 1) nutritional education, 2) physical activity and 3) behavior modification, program participants will improve overall health and maintain a better quality of life.

8. Ultimate goal(s) of this Program

The objective is to increase awareness among racial and ethnic minority groups in Alabama about the risk factors of heart disease, stroke, high blood pressure, obesity, diabetes, and cancer.

9. Scope of Program

- In-State Extension

Inputs for the Program

10. Expending formula funds or state-matching funds

- Yes

11. Expending other than formula funds or state-matching funds

- No

12. Expending amount of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
2007	0.0	4.0	0.0	0.0
2008	0.0	4.0	0.0	0.0
2009	0.0	4.0	0.0	0.0
2010	0.0	4.0	0.0	0.0
2011	0.0	4.0	0.0	0.0

Outputs for the Program

13. Activity (What will be done?)

Four (4) annual inservice training meetings will be conducted for Extension agents and others who will participate in this program.

Team will launch various prevention campaigns through health fairs, displays, workshops, seminars, mass media, and road side bill boards. Also food demonstrations, have participants keep food record; bi-weekly exercise class; weekly weigh-ins; support group/counseling.

Find sponsors. Partner with other groups/organizations with similar interest.

Use local agencies for referrals to the program.

14. Type(s) of methods will be used to reach direct and indirect contacts

Extension	
Direct Method	Indirect Methods
<ul style="list-style-type: none"> ● Education Class ● Workshop ● Group Discussion ● One-on-One Intervention ● Demonstrations 	<ul style="list-style-type: none"> ● Public Service Announcement ● Newsletters ● Billboards ● TV Media Programs

15. Description of targeted audience

TUCEP is committed to improving the health status and well being of children and adults (overweight, obese, diabetes, etc.) in twelve Black Belt counties of Alabama by providing nutrition health education, counseling and related services.

16. Standard output measures

Target for the number of persons(contacts) to be reached through direct and indirect contact methods

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2007	300	100	300	300
2008	325	125	325	325
2009	350	150	350	350
2010	375	175	375	375
2011	400	200	400	400

17. (Standard Research Target) Number of Patents

Expected Patents	
Year	Target
2007	0
2008	0
2009	0
2010	0
2011	0

18. Output measures

Output Text

This ETP will follow Outcome Evaluation Methods by Green and Kreuter, 1991. This type of evaluation will provide data concerning short-term effects of the program, including increased awareness and knowledge, expressed intentions to make recommended changes, and responses to public service announcements. The measures can be self reported (interviews with the intended audience) evident changes in the number of people being screened for a cardiovascular (CVD) risk factor at a local health fair or a comparative study (comparing CVD knowledge of participating audience and of similar group that did not receive the intervention).

- 2007 Target: 25
- 2008 Target: 50
- 2009 Target: 75
- 2010 Target: 100
- 2011 Target: 125

Outcomes for the Program

19. Outcome measures

Outcome Text: Awareness created

Outcome Text

The outcome is to decrease the risk of degenerative diseases, improve the quality of life, maintain reasonable weight by monitoring caloric consumption, control disease through diet, exercise, medication, and stress management.

Outcome Type: Long

2007 Target: 50

2008 Target: 75

2009 Target: 100

2010 Target: 125

2011 Target: 150

20. External factors which may affect outcomes

- Natural Disasters (drought,weather extremes,etc.)
- Economy
- Appropriations changes
- Government Regulations
- Populations changes (immigration,new cultural groupings,etc.)

Description

Factors that would affect the outcomes are weather and climatic conditions, lack of funding sources, a captive audience, program location, lack of educational materials/displays, continued support of the community and local health agencies/organizations and sponsors.

21. Evaluation studies planned

- Before-After (before and after program)
- During (during program)
- Case Study
- Comparisons between program participants (individuals,group,organizations) and non-participants
- Comparisons between different groups of individuals or program participants experiencing different levels of program intensity.

Description

The positive outcomes of behavioral changes.

22. Data Collection Methods

- Whole population
- On-Site
- Structured
- Case Study
- Observation
- Journals

Description

Records/data of all individuals who participate will be kept. The data would include information on blood pressure, medicines, weight lost/gain, exercise, diet and environment.

1. Name of the Planned Program

Promoting Healthy Living Environments for Underserved and Hard to Reach Audiences - TU/FF NEWS-Fa

2. Program knowledge areas

- 724 Healthy Lifestyle 25 %
- 703 Nutrition Education and Behavior 25 %
- 723 Hazards to Human Health and Safety 20 %
- 722 Zoonotic Diseases and Parasites Affecting Humans 5 %
- 711 Ensure Food Products Free of Harmful Chemicals, Including Residues from Agricultural and Other Sourc 25 %

3. Program existence

- Mature (More than five years)

4. Program duration

- Long-Term (More than five years)

5. Brief summary about Planned Program

Tuskegee University Cooperative Extension Program is concerned about food intake and dietary patterns in the Alabama Black Belt. Limited resource families are at nutritional risk, and there are some factors which hinder food choices of this group. Programs are needed on dietary standards and behavior changes. Collectively, the components of the FF-NEWS make up a curriculum that represent action plans for behavior modification by participants. The information in the curriculum is based on results of scientific and educational research, observation, and clinical trials. The curriculum is comprised of six components: an informative and instructive introductory section, four content modules and a resource/reference section. The four content modules are: (1) balancing food preferences with knowledge of nutrition, (2) health and age-related nutrition, (3) enhancing management skills, and (4) ensuring food quality and safety. Each of the content modules addresses a critical subject area related to nutrition, health and wellness.

6. Situation and priorities

TUCEP is concerned with food intake and dietary patterns of Alabamians. Limited resource families are at nutritional risk, and there are some factors which hinder healthful food choices of this group. Programs are needed on dietary standards and behavior changes. The FF-NEWS curriculum will be used to teach limited resource families about nutrition and the prevention of major medical disorders covered by inadequate handling of food.

7. Assumptions made for the Program

The assumption is that limited resource families want to learn nutritional education and family well-being.

8. Ultimate goal(s) of this Program

The objective is to teach participants to use what they learn to positively change behavior. Information in the curriculum is based on results of scientific and educational research, observation, and clinical trials. The curriculum is comprised of six components: an informative and instructive introductory section, four content modules, and a resource/reference section. The four content modules are: (1) Balancing Food Preferences with Knowledge of Nutrition, (b) Health Status and Age-Related Nutrition, (c) Enhancing Management Skills, and (d) Ensuring Food Quality and Safety.

9. Scope of Program

- In-State Extension
- Multistate Extension
- Multistate Integrated Research and Extension

Inputs for the Program

10. Expending formula funds or state-matching funds

- Yes

11. Expending other than formula funds or state-matching funds

- No

12. Expending amount of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
2007	0.0	4.0	0.0	0.0
2008	0.0	4.0	0.0	0.0
2009	0.0	4.0	0.0	0.0
2010	0.0	4.0	0.0	0.0
2011	0.0	4.0	0.0	0.0

Outputs for the Program

13. Activity (What will be done?)

Activities that will be held include workshops, one-on-one intervention, in school and after school demonstrations and lectures.

14. Type(s) of methods will be used to reach direct and indirect contacts

Extension	
Direct Method	Indirect Methods
<ul style="list-style-type: none"> ● Education Class ● Workshop ● Group Discussion ● One-on-One Intervention ● Demonstrations 	<ul style="list-style-type: none"> ● Public Service Announcement ● Newsletters ● TV Media Programs ● Web sites

15. Description of targeted audience

The target audience will consist of under-served and under-represented youth and adult populations in the twelve Black Belt counties of Alabama.

16. Standard output measures

Target for the number of persons(contacts) to be reached through direct and indirect contact methods

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2007	200	50	200	50
2008	225	75	225	75
2009	250	100	250	100
2010	300	125	275	125
2011	325	150	300	150

17. (Standard Research Target) Number of Patents

Expected Patents	
Year	Target
2007	0
2008	0
2009	0
2010	0
2011	0

18. Output measures

Output Text

Measures will include: Participants will incorporate skills and change behaviors; the number of people who follow exercise guidelines on most days 60-minutes, 5 days a week; the percent of participants using food guide pyramids and dietary guidelines and the percent of participants reporting improved quality of life will increase.

2007 Target: 125
 2008 Target: 150
 2009 Target: 175
 2010 Target: 200
 2011 Target: 225

Outcomes for the Program

19. Outcome measures

Outcome Text: Awareness created

Outcome Text

Participants will incorporate skills and change behavior; the number of people following guidelines on most 60-minutes, 5 days a week will increase; the percent of participants using food guide pyramids and dietary guidelines will increase and the percent of participants reporting improved quality of life will increase.

Outcome Type: Long

2007 Target: 100
 2008 Target: 125
 2009 Target: 150
 2010 Target: 175
 2011 Target: 200

20. External factors which may affect outcomes

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

Description

Financial resources from public, private and corporate donors will affect the outcome of this ETP.

21. Evaluation studies planned

- Before-After (before and after program)
- During (during program)
- Case Study
- Comparisons between different groups of individuals or program participants experiencing different levels of program intensity.

Description

There will be formative or an ongoing evaluation on each lesson taught. Impact of HACCP training outcomes on participants will be done through statistical analysis, observation, and testimonials.

22. Data Collection Methods

- Whole population
- Mail
- On-Site
- Structured
- Case Study
- Observation

Description

Participating agents will be responsible for sending all data collected to the project team leader. Data collected on this program will be analyzed. The team leader will compile all data collected and prepare a final report with key findings to enhance future program accountability.