

# 2007 West Virginia University Extension Plan of Work

## Brief Summary about Plan of Work

### Serving West Virginia

As a land-grant university, West Virginia University was created to help West Virginians make their lives better. To do that, WVU relies on the WVU Extension Service as the “doorway to WVU” in every county. For nearly 100 years, WVU Extension Service has provided reliable information, education, and problem-solving programs that are timely and relevant. Our roots are deep in West Virginia, where we have a WVU office in each of the state’s 55 counties, serving rural and urban needs. WVU Extension is best known for its strong and historic 4-H program, in which 56,000 West Virginia young people are developing life skills and becoming leaders in their schools and communities. We are a unique collaboration among federal, state, and local governments, land-grant universities, the private sector, and volunteers. We are a sought-after partner for many state and local agencies that come to us because of our community connections and track record of practical, research-based solutions.

### Our people

West Virginians rely on their county WVU Extension agent to deliver educational programs and practical solutions to meet local needs. Local needs are identified by community advisory committees, created by the W.Va. State Code and known as the County Extension Service Committee. WVU Extension agents are also WVU faculty members, with a master’s or Ph.D degree. They receive support from WVU Extension subject matter specialists and staff located on the WVU Morgantown campus. These specialists and other faculty from WVU’s 13 colleges and schools provide information and current research that result in proven practices taught by WVU Extension agents.

### Our programs

Many identify with WVU Extension through our 76 programs, some of which are 4-H, Dining with Diabetes, Master Gardeners, Germ City, Firefighter Training, Community Educational Outreach Service, Family Nutrition Program, Energy Express, Soil Testing, Workplace Safety, Pesticide Recertification Training, Character Education, Beef Quality Assurance, Farm Management, CARDIAC Challenge, and Forest Stewardship. We offer programs in four areas:

Agriculture and natural resources agents and specialists work with farmers, landowners, and communities to support local agriculture and encourage wise use of natural resources. We are committed to helping small family farmers find ways to increase their profits. We continue to be the trusted local source for answers to home and garden questions. We’re committed to ensuring a safe food supply and working with rural landowners to develop alternative enterprises.

4-H Youth Development professionals and programs provide educational, fun, and safe opportunities for young people to make friends, to learn, and to grow. We will continue to enhance and strengthen our community club program in every county, expand after-school offerings, and help more children experience the magic of a county or state 4-H camp. Our literacy programs strengthen children’s reading skills and promote the benefits of adults and children reading together.

Families and health experts help families thrive and teach them healthier habits and lifestyles. Our nutrition and health education programs teach individuals ways to improve their diets by eating less fat and more fiber, fruit, vegetables, and protein. We encourage people to become more physically active. Our family resource management programs help young people and adults learn smarter ways to save and spend. And we continue to provide resources for food preservation and food safety as well as educational materials about sound parenting practices.

Community and workforce development experts help to promote collaborative community projects and build the capacities of local businesses and governments. We deliver programs that build local leadership capacity; expand and attract employment; improve retail opportunities; and provide information and recommendations on downtown revitalization, tourism, and other aspects of community, economic, and workforce development. In addition, we are helping West Virginia individuals and communities prepare for and cope with disasters.

WVU Extension also operates Jackson’s Mill, located near Weston, the site of the nation’s first state 4-H camp and the current “home” to many state youth camps, heritage and nature education programs, and learners of all ages. The Mill is the new location for WVU’s Fire Service Extension and state fire academy, a place where emergency responders will receive training that meets national standards.

### Organizational goals

In 2007 through 2012, WVU Extension will work to:

Maintain a WVU Extension office in all 55 counties to serve local needs and be the “doorway to WVU.”

Preserve and enhance WVU Jackson’s Mill.

Strengthen traditional programs and develop new programs to meet emerging community and statewide needs.

Provide educational programs that are practical, timely, unbiased, and backed by the research of WVU and its 13 academic colleges and schools.

Make wise, efficient use of limited county, state, and federal funds and work to secure additional sources of funding.

### Our funding

Federal funding for WVU Extension Service is currently \$4.9 million or 18 percent of the total budget. WVU Extension uses that \$4.9 million to leverage other funds for a total budget of approximately \$27.1 million. We raise 36 percent of our total

budget through competitive grants and fees. County partners (county commissions and boards of education) contribute approximately 13 percent of our total budget. The remaining 33 percent of the budget consists primarily of state appropriations.

A few facts

Date of founding: 1914

Total client contacts:2005: 443,996

Number of county agents: 106

Number of program specialists 2006: 65 (55.61 FTE)

Value added to West Virginia Agriculture 2005: \$3.8 million

Number of 4-H Youth 2005: 56,000 (1 in 5 eligible West Virginia youths)

Number of 4-H adult volunteers: 7,800

Number of 4-H camps run by WVU Extension Service in 2005: 103

Number of Community Educational Outreach Service workers: 5,892

Number of Master Gardeners: 1,100

Number of firefighters trained: 17,500

Number of farms in West Virginia: 21,000

For more information: [www.ext.wvu.edu](http://www.ext.wvu.edu)

Collaboration and cooperation between West Virginia land grant universities

West Virginia University (WVU) and West Virginia State University (WVSU), an 1890 land-grant institution, entered into a voluntary agreement in 1997 to create the West Virginia Association of Land-Grant Institutions. This collaboration of the state's two land-grant institutions is committed to providing education that will help the citizens of West Virginia improve their lives and communities. In 2005, the two institutions signed West Virginia's first "Cooperative Agreement for a Comprehensive Program of Agricultural and Forestry Research and Extension. This agreement was submitted and accepted by USDA's Cooperative State Research, Education, and Extension Service (CSREES). This agreement formalized mechanisms for cooperation and non-duplication of services by the two extension services. Important items include consultation on the placement of field faculty and regular consultation between the two organizations. Administrative teams and Directors representing research and extension at the two institutions meet annually prior to USDA Plan of Work submission to plan for collaboration and to avoid duplication.

Effort reported in this plan

As noted above, West Virginia University leverages \$4.9 million in Federal funds with state, local, fee, grant, and gift income flows to generate a total budget of \$27.1million. This plan reflects efforts supported by all fund sources.

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

Year	Extension		Research	
	1862	1890	1862	1890
2007	161.8	0.0	0.0	0.0
2008	171.4	0.0	0.0	0.0
2009	175.5	0.0	0.0	0.0
2010	182.8	0.0	0.0	0.0
2011	187.3	0.0	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 Non-University Panel

**Brief explanation**

Merit Review will be done two ways:

Each program will be reviewed by a program team each year based on a yearly plan of work and yearly program

accomplishment report.

Select programs will be reviewed each year on a rolling basis by external peer reviewers.

### **Evaluation of Multis & Joint Activities**

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

West Virginia is a state rich in natural resources and communities of people with strong rural values. The state's 21,000 farms are characterized as small, high-quality production units that, to survive, must compete in national and global markets. The annual gross receipts from agriculture now exceed \$420 million. Eighty percent of the state is forested, and more than 80 percent of those forests are privately owned. Businesses related to wildlife, tourism, and recreation and a growing rural nonfarm population increasingly influence Extension's program efforts.

To meet the varied interests and problems of the state, educational and research efforts must assist clients to create sustainable agriculture and forestry production and marketing systems that are competitive, environmentally sound, and socially acceptable. Extension programs must also support the viability and quality of rural life. Thus the development of citizenship, leadership, and entrepreneurship are important goals for extension work.

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

WVU focuses its efforts to serve under-served and under-represented populations through an extension-wide "Serving the Underserved" program team. This team monitors extension programs for their accessibility to under-served populations and works on ways to bring proven programs to under-served populations. In this plan period, the major focus is on under-served youth and their access to the WVU 4-H youth development camping experience. WVU also partners with WVSU to increase service to the under-served in West Virginia.

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

WVU's planned programs will use the logic model to describe outcomes and impacts of programming. All faculty and program teams submit yearly plans of work that identify metrics for outcomes and impacts. All faculty and program teams submit annual reports that indicate outcomes and impacts of their work. Significant professional development resources have been and will be devoted to building capacity in the organization for measuring impact.

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

Each of WVU's identified programs undergoes a systematic annual program planning and review process involving individual faculty, supervisors, program team members, and central administration. This process drives programs toward continuous improvement in effectiveness and efficiency. An annual review process determines whether whole programs should be continued for an additional year.

### **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 individuals
- Targeted invitation to non-traditional stakeholder individuals
- Targeted invitation to selected individuals from general public

#### **Brief explanation.**

State Level- Extension Service Visiting Committee. The purpose of the WVU Extension Visiting Committee is to provide advocacy, program advice, and resource development for the WVU Extension Service. Membership consists of broad representation of programs and constituent groups, including but not limited to WVU Jackson's Mill, 4-H, Agriculture and Nature Resources, Community, Economic, & Workforce Development, Families and Health, faculty and staff, CEOs, Master Gardeners, and counties. Membership is determined by the Director's Office, and meetings are announced via targeted invitations to selected individuals from traditional and nontraditional stakeholder groups. County Level - Each county is mandated by West Virginia State Code to organize a County Extension Service Committee. These committees are made up of representatives of traditional stakeholder groups with up to three positions for at-large representatives or individuals representing nontraditional audiences. Extension Service Committees provide program guidance, advocacy, and administrative support to county faculty and staff. Meetings of County Extension Service Committees are subject to WV's open meeting laws. Meetings of the County Extension Service Committees are announced through local media outlets and with targeted mailings to

members.

**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

**Brief explanation.**

Program advisory committees, with input from faculty and administration, will be used to identify both traditional and nontraditional stakeholders.

**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
- Meeting with traditional Stakeholder individuals
- Meeting with the general public (open meeting advertised to all)

**Brief explanation**

As required by WV State Code, the traditional stakeholder groups are each presented on the County Extension Service Committees. Nominations for up to three at-large positions are made by the County Program Coordinator with input from the Extension Service Committee and county faculty/staff. These nominations are reviewed by the Director's Office and approved by the WVU Board of Governors. Input from these groups collected from formal meetings is used to develop county program plans and annual faculty assignment documents.

**3. A statement of how the input will be considered**

- In the Budget Process
- To Identify Emerging Issues
- To Set Priorities

**Brief explanation.**

Stakeholder input will be used in the development of statewide program priorities, program team assignment documents, and faculty assignment documents, and to aid in the decision-making process related resource allocation and staffing needs.

**1. Name of the Planned Program**

Pesticide Safety Education

**2. Program knowledge areas**

- 212 Pathogens and Nematodes Affecting Plants 40 %
- 216 Integrated Pest Management Systems 20 %
- 211 Insects, Mites, and Other Arthropods Affecting Plants 40 %

**3. Program existence**

- Mature (More than five years)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

The West Virginia University Extension Service is involved in providing educational needs and training, as required by state and federal law, to persons who use restricted-use pesticides. Current technology in pest identification and management and information on safe usage of pesticides are provided in order to improve the skills of the pesticide applicator and bring about a change in applicator practices. This program supports the need for pesticide applicator safety education and the use of environmentally safe pesticides.

**6. Situation and priorities**

The West Virginia University Extension Service has the responsibility of providing training, as required by state and federal law, to persons who use restricted use pesticides, both private and commercial pesticide applicators in the State.

**7. Assumptions made for the Program**

Funding can be secured and state-wide programs can be offered with Extension support and State commercial associations. Information obtained from these sources offer information on the best practices.

**8. Ultimate goal(s) of this Program**

Reduce the misuse of pesticides by applicators through pesticide safety education and improve upon the applicator's use of pesticides as pest management tools by providing information on current technology and selection of environmentally safe pesticides.

**9. Scope of Program**

- 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	2.0	0.0	0.0	0.0
2008	2.0	0.0	0.0	0.0
2009	2.0	0.0	0.0	0.0
2010	2.0	0.0	0.0	0.0
2011	2.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

-- Educational training on pesticide safety, involving, pest identification and newest pesticide technology and pest management alternatives. -- Pesticide applicator recertification credit for private and commercial applicators, approved by the West Virginia Department of Agriculture and other states. -- Production of pesticide programs through videotapes, CDs, DVDs, presentations, and handout materials.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● Demonstrations</li> <li>● Other 1 (videotapes, CD's, and presentati)</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Newsletters</li> </ul>

**15. Description of targeted audience**

Private and commercial pesticide applicators in West Virginia, including growers, farmers, personnel of commercial businesses.

**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	1200	5000	125	100
2008	1200	5000	125	100
2009	1200	5000	125	100
2010	1200	5000	125	100
2011	1200	5000	125	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**

Disseminate updated information on pesticide safety.

2007 Target: 6425  
 2008 Target: 6425  
 2009 Target: 6425  
 2010 Target: 6425  
 2011 Target: 6425

**Output Text**

Train individuals in pesticide safety.

2007 Target: 1325  
 2008 Target: 1325  
 2009 Target: 1325  
 2010 Target: 1325  
 2011 Target: 1325

**Output Text**

Certify individuals in pesticide safety.

2007 Target: 1325  
 2008 Target: 1325  
 2009 Target: 1325  
 2010 Target: 1325  
 2011 Target: 1325

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Percentage of individuals trained in pesticide safety who will make change in pesticide use practices.

**Outcome Type:** Medium

2007 Target: 60

2008 Target: 60

2009 Target: 60

2010 Target: 60

2011 Target: 60

## 20. External factors which may affect outcomes

- Appropriations changes
- Government Regulations

### Description

Appropriation changes will have a limitation on the proper implementation of the program in the state.

## 21. Evaluation studies planned

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

### Description

Pre/post tests to evaluate the overall program and to determine the increase in knowledge base of participants.

## 22. Data Collection Methods

- On-Site
- Observation
- Tests

### Description

On-site survey is given to participants and administrated by Extension personnel.



### 1. Name of the Planned Program

Adult Volunteer Leadership Development

### 2. Program knowledge areas

- 802 Human Development and Family Well-Being 70 %
- 806 Youth Development 30 %

### 3. Program existence

- Mature (More than five years)

### 4. Program duration

- Long-Term (More than five years)

### 5. Brief summary about Planned Program

Leadership development is one of the strategic concepts for WVU Extension Service. Volunteers assume a wide range of responsibilities in 4-H, community, and civic organizations. Part of the Extension tradition is working with volunteers (Patton, 1990). Volunteer leaders have been central to the success of the 4-H program and other Cooperative Extension programs since its beginning (Wessel & Wessel, 1982). Extension has and will continue to assist in building community capacity throughout West Virginia. It will do so by identifying current and emerging leaders, enhancing critical volunteer skills, and providing improved and better integrated programs. The West Virginia 4-H youth development program alone has over 7,600 volunteers to work with youth and to deliver many programs and events. Like in every Extension Service, counties offer programs that need volunteers. Because of this vast array of program areas and volunteer needs, it is most important that Extension agents be provided the tools necessary to lead and manage volunteers and to help them perform to their fullest potential.

### 6. Situation and priorities

Volunteer leadership competencies are necessities for harnessing fast-pasted complex lives. Leadership is built on individual values and beliefs and thus includes self-discovery. A leadership development model is a combination of planned skill-based learning experiences and self-directed activities whereby the participant takes control of his/her own learning. In this age of rapid change, people's lives, families, and communities are changing faster than ever in history. The development of leadership is even more important than in previous times when change occurred more slowly.

### 7. Assumptions made for the Program

Through a variety of Extension leader initiatives, volunteers can develop skills, learn best practices, and become involved in practical projects designed to put their newly acquired competencies to practice in a nonthreatening and supportive environment. Current practical projects that encourage application of leadership skills are used to strengthen the concepts presented in the training sessions.

### 8. Ultimate goal(s) of this Program

The ultimate goal of the Adult Volunteer Leadership Development program is that all Extension personnel working with volunteers will have the tools, skills, and knowledge to be competent volunteer managers, resulting in stronger program efforts in agriculture, natural resources, economic development, nutrition, families, and youth development.

### 9. Scope of Program

- 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	3.1	0.0	0.0	0.0
2008	3.1	0.0	0.0	0.0
2009	3.1	0.0	0.0	0.0
2010	3.1	0.0	0.0	0.0
2011	3.1	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

-- Train Extension faculty and adult volunteers in regional trainings covering 5 topics. -- Train CEOS adult volunteers in public speaking techniques. -- Complete second phase of a national research study to identify volunteer core competencies for the effective delivery of 4-H programs. -- Train community volunteer managers in the basics of effective management of volunteer programs. -- Conduct team leaderships -- Conduct youth/adult partnership conferences

**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"> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> </ul>

**15. Description of targeted audience**

The primary audience includes current Extension faculty with direct volunteer training, support, and supervision responsibilities and community nonprofit agency personnel who manage or supervise volunteers.

**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	2425	5725	3510	1565
2008	2450	5750	3520	1585
2009	2475	5775	3530	1605
2010	2500	5800	3540	1625
2011	2525	5825	3550	1645

**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**

Train 75% of the 5000 CEOS members in public speaking techniques.

2007 Target: 3750  
 2008 Target: 3750  
 2009 Target: 3750  
 2010 Target: 3750  
 2011 Target: 3750

**Output Text**

Train Extension faculty and support staff who work with adult volunteers.

2007 Target: 125  
 2008 Target: 135  
 2009 Target: 145  
 2010 Target: 155  
 2011 Target: 165

**Output Text**

Train volunteer leaders in the Basics in Effective Volunteer Management sessions.

2007 Target: 32  
 2008 Target: 32  
 2009 Target: 32  
 2010 Target: 32  
 2011 Target: 32

**Output Text**

Train Youths at Team Leadership Conferences.

2007 Target: 277  
 2008 Target: 307  
 2009 Target: 337  
 2010 Target: 367  
 2011 Target: 397

**Output Text**

Conduct Youth Adult Partnership Conference.

2007 Target: 178  
2008 Target: 208  
2009 Target: 238  
2010 Target: 268  
2011 Target: 298

**Output Text**

Involve youths on planning teams.

2007 Target: 1424  
2008 Target: 1454  
2009 Target: 1484  
2010 Target: 1514  
2011 Target: 1544

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Percentage of CEOS members who will improve their public speaking techniques after being trained.

**Outcome Type:** Short

2007 Target: 50  
2008 Target: 50  
2009 Target: 50  
2010 Target: 50  
2011 Target: 50

**Outcome Text**

Extension faculty and staff will gain information and skills in risk management, volunteer management, dealing with difficult people, motivating people, and program evaluation.

**Outcome Type:** Short

2007 Target: 125  
2008 Target: 135  
2009 Target: 145  
2010 Target: 155  
2011 Target: 165

**Outcome Text**

Volunteer supervisors and managers of volunteers will gain information and skill in volunteer management.

**Outcome Type:** Medium

2007 Target: 32  
2008 Target: 32  
2009 Target: 32  
2010 Target: 32  
2011 Target: 32

**Outcome Text**

A percentage of youth who participate in conferences and on planning teams will gain decision-making and other leadership skills.

**Outcome Type:** Short

2007 Target: 75

2008 Target: 75

2009 Target: 75

2010 Target: 75

2011 Target: 75

**20. External factors which may affect outcomes**

- Economy
- Competing Programatic Challenges
- Populations changes (immigration,new cultural groupings,etc.)

**Description**

Based on the changing economy and demographic makeup of the state, the implementation of the adult volunteer program is hampered. Currently, adults have limited time available for volunteer work.

**21. Evaluation studies planned**

- After Only (post program)
- Retrospective (post program)
- During (during program)

**Description**

The evaluation of the adult volunteer leadership program has used a combination of evaluation instruments. The method used most is the retrospective evaluation following the presentation/workshop/training session.

**22. Data Collection Methods**

- Sampling
- Mail
- On-Site

**Description**

The evaluation will incorporate sampling the population in the programs using a combination of survey instruments: mail/on-site,etc.

### 1. Name of the Planned Program

Mid-Atlantic Information Network for Pesticides

### 2. Program knowledge areas

- 214 Vertebrates, Mollusks, and Other Pests Affecting Plants 1 %
- 213 Weeds Affecting Plants 9 %
- 212 Pathogens and Nematodes Affecting Plants 45 %
- 211 Insects, Mites, and Other Arthropods Affecting Plants 45 %

### 3. Program existence

- Mature (More than five years)

### 4. Program duration

- Long-Term (More than five years)

### 5. Brief summary about Planned Program

The West Virginia Mid-Atlantic Information Network plays a major role in communicating information to stakeholders and policymakers who are active in decision-making about pesticides and in helping find alternatives to managing pests on important agricultural crops in West Virginia. This program supports use of and selection of pesticides and alternatives important to stakeholders in West Virginia.

### 6. Situation and priorities

Stakeholders in agriculture need to be kept abreast of current trends in pest management. It is important for their livelihood. Pest management strategies are ever-changing, with restrictions on long-term use chemical pesticides and need for replacement. Alternative methods are moving to the forefront. In West Virginia, crops requiring pest management are apples, peaches, small fruit, tomatoes, potatoes, sweet corn, and alfalfa and field corn associated with livestock. More chemical pesticides are applied to apples than any other crop.

### 7. Assumptions made for the Program

A funded program by USDA has been established to carry out the objectives of the Northeast Pest Management Center. West Virginia receives the Northeast Pest Management Center's updated information dealing with pesticides and the alternatives. Through information provided, policymakers and producers are assisted in making good policy and use decisions for pesticides. In West Virginia, Extension personnel communicate information to stakeholders who can play an active role with their comments in decision-making. State Association members also provide decision-making information.

### 8. Ultimate goal(s) of this Program

To create sound policy and use decisions for pesticides and alternatives in order to maintain pest management tools for agricultural stakeholders in West Virginia.

### 9. Scope of Program

- 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	2.0	0.0	0.0	0.0
2008	2.0	0.0	0.0	0.0
2009	2.0	0.0	0.0	0.0
2010	2.0	0.0	0.0	0.0
2011	2.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

1. Serve as a source of information for Federal/West Virginia agencies by providing reliable information and linking stakeholders. 2. Maintain contact with neighboring partner universities having pesticide and alternative programs, the agricultural industries, and the West Virginia and Federal regulatory agencies. 3. Form a pest management advisory committee to advise and make recommendations on important pest management issues in West Virginia. 4. Communicate with members of the Northeast Pest Management Center regarding pesticide and pest management issues in the Northeast and the nation. 5. Provide pesticide information and recommendations for West Virginia clientele and others upon request.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Newsletters</li> </ul>

**15. Description of targeted audience**

Extension personnel, farmers, growers, State Association members, and the agricultural industry.

**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	85	50	150	100
2008	85	50	150	100
2009	85	50	150	100
2010	85	50	150	100
2011	85	50	150	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**

Communication with the Pest Management Advisory Committee.

2007 Target: 30  
 2008 Target: 30  
 2009 Target: 30  
 2010 Target: 30  
 2011 Target: 30

**Output Text**

Reach adult target audience with a monthly newsletter dealing with pesticide, pest management , and regulatory issues.

2007 Target: 65  
 2008 Target: 65  
 2009 Target: 65  
 2010 Target: 65  
 2011 Target: 65

**Output Text**

Collaborate with members of the NE Pest Management Center on pesticide and pest management issues.

2007 Target: 20  
 2008 Target: 20  
 2009 Target: 20  
 2010 Target: 20  
 2011 Target: 20

**Output Text**

Conduct career days when youth participate in plant pathology and entomology contests.

2007 Target: 150  
 2008 Target: 150  
 2009 Target: 150  
 2010 Target: 150  
 2011 Target: 150



## Outcomes for the Program

### 19. Outcome measures

#### Outcome Text: Awareness created

##### Outcome Text

Stakeholders gain information to help them make decisions with pesticides and alternatives.

##### Outcome Type: Short

2007 Target: 65

2008 Target: 65

2009 Target: 65

2010 Target: 65

2011 Target: 65

##### Outcome Text

Members of the Northeast Pest Management Center make informed decisions regarding pesticide usage and regulation based on information that they receive from the stakeholders who are participants in the program.

##### Outcome Type: Medium

2007 Target: 20

2008 Target: 20

2009 Target: 20

2010 Target: 20

2011 Target: 20

##### Outcome Text

Registration of pesticides important to agricultural production is maintained. Newer pesticides that are environmentally friendly are being used in agriculture in West Virginia and in the nation.

##### Outcome Type: Long

2007 Target: 0

2008 Target: 0

2009 Target: 0

2010 Target: 0

2011 Target: 0

### 20. External factors which may affect outcomes

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

#### Description

Funding changes may occur due to changes in federal priorities. Support for pesticide and pest management information response from Extension personnel may be limited.

### 21. Evaluation studies planned

- After Only (post program)

#### Description

Post evaluations of comments and recommendations made by stakeholders. Another evaluation will consist of a survey of Extension personnel.

## 22. Data Collection Methods

- Mail
- Telephone
- On-Site
- Observation

### Description

Comments and suggestions will be requested of contacts for summarization and evaluation. Surveys will be conducted to obtain information from clientele in the counties directly or via Extension personnel.

**1. Name of the Planned Program**

Forest Stewardship

**2. Program knowledge areas**

- 205 Plant Management Systems 5 %
- 134 Outdoor Recreation 5 %
- 123 Management and Sustainability of Forest Resources 90 %

**3. Program existence**

- Intermediate (One to five years)

**4. Program duration**

- Medium Term (One to five years)

**5. Brief summary about Planned Program**

The Forest Stewardship Program is partnering with the Woodland Owners Association of WV to put on regional forestry workshops. Other workshops are focusing on value-added to forests from nontimber forest products and by using portable sawmills to increase the value of traditional products (logs). These workshops are being put on to facilitate and develop further the network of private forestland owners and natural resources professionals in West Virginia.

**6. Situation and priorities**

Forestry education is essential in West Virginia. More than 90% of the forestland in West Virginia is privately owned. During the past decade, dramatic increases in the value of the broadleaved trees that dominate the landscape have led to increased timber harvesting in the state, especially on these private lands. Timber harvesting has long-lasting impacts on the productivity and aesthetics of private forests. In many instances, landowners who possess high-quality timber on their properties are at a competitive disadvantage during timber transactions as they may not understand environmental impacts.

**7. Assumptions made for the Program**

This project of private forest owner education is based on the assumption that information provided by Extension and forestry professionals will lead the owners to make better informed decisions regarding forest management and will yield more financially and personally satisfying timber harvesting experiences. Satisfied Extension customers will continue to support ongoing programs that aim to teach new landowners or those not previously contacted.

**8. Ultimate goal(s) of this Program**

To develop programming (woodland owner workshops) that can be used by local Extension agents to help commercial businesses and private landholders to improve themselves, their property, and their investments.

**9. Scope of Program**

- 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	2.0	0.0	0.0	0.0
2008	2.0	0.0	0.0	0.0
2009	2.0	0.0	0.0	0.0
2010	2.3	0.0	0.0	0.0
2011	2.5	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

-- Woodland Owner Workshops --Forestry extension specialists and county ANR agents are working with the WV Woodland Owners Association to put on regional workshops -- Master Forestland Owner/Coverts workshops --WV MFO program with more than 100 cooperators trained in the 3.5-day training course -- Forest Stewardship Program Outreach and Education program. We expect to continue this program in FY 2007 contingent on funding.

**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"> <li>● Education Class</li> <li>● Workshop</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> </ul>

**15. Description of targeted audience**

Private forestland owners.

**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	1100	3500	100	50
2008	1100	3500	100	50
2009	1500	3500	100	50
2010	1500	4000	100	50
2011	1500	4000	100	50

**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**

Number of workshops

2007 Target: 12  
 2008 Target: 20  
 2009 Target: 20  
 2010 Target: 25  
 2011 Target: 25

**Output Text**

Number of newsletters

2007 Target: 4  
 2008 Target: 4  
 2009 Target: 4  
 2010 Target: 4  
 2011 Target: 4

**Output Text**

Number of research publications

2007 Target: 2  
 2008 Target: 2  
 2009 Target: 2  
 2010 Target: 2  
 2011 Target: 2

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Workshop participants will have increased knowledge about forest managements opportunities.

**Outcome Type:** Short

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**Outcome Text**

Worshop participants will change behavior.

**Outcome Type:** Medium

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**20. External factors which may affect outcomes**

- Appropriations changes

**Description**

Several projects are funded under the West Virginia Forest Stewardship Program. Should we not recieve the funding, several programs would not meet the stated projections.

**21. Evaluation studies planned**

- After Only (post program)
- During (during program)

**Description**

Post-education (following the event) evaluations will be circulated and filled out by workshop participants. Assessment of whether participants increased knowledge would be gathered at this time. Change of behavior will be measured by post-evaluation mailed several months after the training.

**22. Data Collection Methods**

- Mail
- On-Site

**Description**

Workshop evaluations will be given at the end of workshops. Follow-up surveys mailed several months after workshops will be used to assess changes in behavior.

**1. Name of the Planned Program**

Master Naturalist

**2. Program knowledge areas**

- 135 Aquatic and Terrestrial Wildlife 80 %
- 136 Conservation of Biological Diversity 20 %

**3. Program existence**

- Intermediate (One to five years)

**4. Program duration**

- Medium Term (One to five years)

**5. Brief summary about Planned Program**

{NO DATA ENTERED}

**6. Situation and priorities**

The Master Naturalist was developed to meet the need for people wanting to get back to nature. Many individual programs that either cover the waterfront or a brief glimpse at a single subject are given to adult audiences each year. Many of these adults want more programs that provide in-depth and continuity to nature and natural resources. The Master Naturalist program provides in-depth core and elective classes on many topics; when combined with volunteer service, they can lead to certification. Other agencies such as state parks, wildlife, and tourism are stakeholders along with other educators.

**7. Assumptions made for the Program**

We are assuming that all partners will work together to develop materials, locate or provide instructors, and deliver this program to local groups in a style similar to the Master Gardener format. Different groups will provide varying degrees of effort (time, dollars, instructors, materials, etc.), but they need to be equally represented on the State Advisory Council.

**8. Ultimate goal(s) of this Program**

{NO DATA ENTERED}

**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	1.0	0.0	0.0	0.0
2008	1.0	0.0	0.0	0.0
2009	1.0	0.0	0.0	0.0
2010	1.0	0.0	0.0	0.0
2011	1.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

-- Contribute instructional hours toward the 48 hours of core classes. -- Contribute instructional hours toward the 16 hours of elective classes. -- Instructors for 10 core classes (3-4 hours of instruction per class). -- Develop bylaws and procedures to ensure equity among partners.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Other 1 (field trips)</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> </ul>

**15. Description of targeted audience**

Adults that are interested in learning about nature, conservation, and natural resources and using that information in volunteer service in their communities.

**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	100	0	0	100
2008	150	0	0	100
2009	200	0	0	150
2010	200	0	0	150
2011	250	0	0	200

**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 who will complete the class requirements and certification (60%).

2007 Target: 60  
 2008 Target: 90  
 2009 Target: 120  
 2010 Target: 120  
 2011 Target: 150

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

The Master Naturalist program will increase knowledge of all adults who take 10 or more hours of classes, whether they become certified or not.

**Outcome Type:** Short

2007 Target: 100  
 2008 Target: 150  
 2009 Target: 200  
 2010 Target: 200  
 2011 Target: 250

**20. External factors which may affect outcomes**

- Other

**Description**

New partners could dramatically increase the size of the program. Interest in a youth counterpart program could dilute the adult effort.

**21. Evaluation studies planned**

- Before-After (before and after program)

**Description**

We will evaluate each core and elective class with a pre/post test. Individual instructors will also be evaluated to determine their effectiveness. A more comprehensive test will be given at 6-month to 1-year intervals.

**22. Data Collection Methods**

- Whole population
- On-Site

**Description**

Written surveys on principles and major points that should have been taught and learned.

**1. Name of the Planned Program**

Dining with Diabetes

**2. Program knowledge areas**

- 802 Human Development and Family Well-Being 100 %

**3. Program existence**

- Mature (More than five years)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

West Virginia University Extension Service conducts a comprehensive community-based education program, Dining with Diabetes, to increase the awareness of diabetes and diabetes self-management, to increase access to diabetes services, and to build relationships with community partners. Diabetes in West Virginia is reaching epidemic levels. West Virginia currently ranks first in the nation with a prevalence rate of 10.9% among adults. Education is needed to reduce the number of new cases and to prevent or reduce the disease's complications.

**6. Situation and priorities**

Diabetes in West Virginia is reaching epidemic levels. West Virginia is currently ranked first in the nation with a prevalence rate of 10.9% among adults. Education is needed to reduce the number of new cases and to prevent or reduce the complications from diabetes in West Virginia residents.

**7. Assumptions made for the Program**

Research has shown that community coalitions can empower people to make healthy lifestyle changes, which can reduce the prevalence of complications from diabetes and improve the health of people with diabetes. As a result of the community-based education, counties have formed coalitions resulting in support groups that provide ongoing education to the participants. Continued support is expected from CDC through the West Virginia Diabetes Prevention and Control Program. This allows people to participate in community education opportunities locally in most of WV's 55 counties.

**8. Ultimate goal(s) of this Program**

Improve the health of program participants; increase the knowledge of diabetes and its complications among WV families; increase their ability to manage diabetes; and enhance the capacity of Extension agents and healthcare partners to impart diabetes education.

**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**

- Yes

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

Year	Extension		Research	
	1862	1890	1862	1890
2007	2.0	0.0	0.0	0.0
2008	2.0	0.0	0.0	0.0
2009	1.5	0.0	0.0	0.0
2010	1.5	0.0	0.0	0.0
2011	1.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

-- Conduct DWD classes in 32 counties with an average of 25 participants per class. -- Train WV Extension educators and their healthcare partners in conducting a DWD program by holding an annual in-service training. -- Provide Diabetes Update newsletter each month.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● Demonstrations</li> <li>● Other 1 (clinical testing)</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Newsletters</li> <li>● Other 1 (radio)</li> <li>● Other 2 (newspaper)</li> </ul>

**15. Description of targeted audience**

Primary target audience is adult West Virginians who have diabetes and their caregivers. Over 75% of the participants were over 55 years old. Evaluation demograph

**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	890	1600	0	0
2008	940	1800	0	0
2009	990	2000	0	0
2010	1040	2080	0	0
2011	1040	2080	0	0

**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**

Conduct Dining with Diabetes Schools.

2007 Target: 35  
 2008 Target: 37  
 2009 Target: 40  
 2010 Target: 42  
 2011 Target: 45

**Output Text**

Train WV Extension educators and health care partners to conduct DWD programs.

2007 Target: 70  
 2008 Target: 74  
 2009 Target: 80  
 2010 Target: 84  
 2011 Target: 90

**Output Text**

Provide Diabetes Update Newsletter.

2007 Target: 12  
 2008 Target: 12  
 2009 Target: 12  
 2010 Target: 12  
 2011 Target: 12

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Improvements in the knowledge of participants, Extension educators, and healthcare partners regarding clinical and behavioral aspects of diabetes and its complications

**Outcome Type:** Short

2007 Target: 400  
2008 Target: 425  
2009 Target: 450  
2010 Target: 470  
2011 Target: 470

**Outcome Text**

Improved clinical test results

**Outcome Type:** Short

2007 Target: 445  
2008 Target: 500  
2009 Target: 550  
2010 Target: 600  
2011 Target: 600

**Outcome Text**

Improved health-related behaviors of participants regarding food selection, portion size, and exercise

**Outcome Type:** Medium

2007 Target: 445  
2008 Target: 500  
2009 Target: 550  
2010 Target: 600  
2011 Target: 600

**Outcome Text**

Improved health of people with diabetes through positive lifestyle changes - It is not possible for the current program to measure this outcome but the state data

**Outcome Type:** Long

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**20. External factors which may affect outcomes**

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

**Description**

Competing programmatic challenges: Extension educators are forced to balance many diverse program areas in their limited time and financial resources.

## 21. Evaluation studies planned

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

### Description

Dining with Diabetes program conducts pre-, post-, and during-sessions evaluations of the participants that track knowledge and behavior changes and changes in clinical results.

## 22. Data Collection Methods

- On-Site
- Tests

### Description

Pre- and post-questionnaires administered by the educators measure knowledge and behavior changes. Clinical tests (such as Hemoglobin A1c and Blood Pressure)

**1. Name of the Planned Program**

Bridging the Gap with Education: Diabetes Symposium

**2. Program knowledge areas**

- 802 Human Development and Family Well-Being 100 %

**3. Program existence**

- Mature (More than five years)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

Bridging the Gap with Education: Diabetes Symposium and Workshop is an annual conference that brings nationally recognized diabetes educators and researchers to West Virginia to present the most current information on diabetes prevention, care, and self-management. Seven percent of the U.S. population (20.8 million people) has diabetes. Diabetes is the sixth leading cause of mortality in the U.S. WV has the highest prevalence of diabetes. WVU-Extension Service is the major provider of diabetes education for healthcare professionals in WV.

**6. Situation and priorities**

7% of the U.S. population (20.8 million people) has diabetes. Diabetes is the sixth leading cause of mortality in the U.S. WV has the highest prevalence of diabetes. WVU Extension Service is the major provider of diabetes education for healthcare professionals in WV. This symposium provides cutting-edge research findings to healthcare providers and Extension educators working with individuals who have diabetes and their families.

**7. Assumptions made for the Program**

This cutting-edge symposium is unique to the state of WV, providing health and Extension professionals with information comparable to similar nationally recognized programs. It is self-supporting through commercial exhibitors and sponsors as well as registration fees. However, commercial financial support is limited and additional support would be helpful.

**8. Ultimate goal(s) of this Program**

Provide cutting-edge research findings to healthcare providers and extension educators working with individuals who have diabetes and their families.

**9. Scope of Program**

- 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	1.0	0.0	0.0	0.0
2008	1.0	0.0	0.0	0.0
2009	1.0	0.0	0.0	0.0
2010	1.0	0.0	0.0	0.0
2011	1.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

-- Provide a national conference for healthcare providers and extension educators. -- Provide a platform for interaction among healthcare professionals working in the field of diabetes.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● Other 1 (lectures)</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Newsletters</li> <li>● TV Media Programs</li> <li>● Web sites</li> <li>● Other 1 (Radio, Newspapers, brochures)</li> <li>● Other 2 (Presentations at conferences)</li> </ul>

**15. Description of targeted audience**

Primary targeted audience is healthcare professionals and extension educators. In the past, we have had participants from an average of 18 states and 1 or 2 other countries.

**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	1500	0	0
2008	325	2000	0	0
2009	350	2500	0	0
2010	375	3000	0	0
2011	375	3000	0	0

**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**

Number of participants attending Diabetes Symposium and workshop

2007 Target: 300  
 2008 Target: 325  
 2009 Target: 350  
 2010 Target: 375  
 2011 Target: 375

**Output Text**

Provide a platform for interaction among healthcare professionals working in the field of diabetes

2007 Target: 210  
 2008 Target: 225  
 2009 Target: 245  
 2010 Target: 265  
 2011 Target: 265

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Increased awareness of complexities and severity of diabetes

**Outcome Type:** Short

2007 Target: 300  
 2008 Target: 325  
 2009 Target: 350  
 2010 Target: 375  
 2011 Target: 375

**Outcome Text**

Exposure to cutting edge diabetes research

**Outcome Type:** Short

2007 Target: 300  
2008 Target: 325  
2009 Target: 350  
2010 Target: 375  
2011 Target: 375

**Outcome Text**

Continuing education credits to participants in their specific health discipline

**Outcome Type:** Short

2007 Target: 285  
2008 Target: 310  
2009 Target: 335  
2010 Target: 355  
2011 Target: 355

**Outcome Text**

Provide current research, knowledge, and skills to patients and program participants

**Outcome Type:** Medium

2007 Target: 210  
2008 Target: 225  
2009 Target: 245  
2010 Target: 265  
2011 Target: 265

**Outcome Text**

Increased knowledge of diabetes care and management

**Outcome Type:** Short

2007 Target: 300  
2008 Target: 325  
2009 Target: 350  
2010 Target: 375  
2011 Target: 375

**20. External factors which may affect outcomes**

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

**Description**

Competing programmatic challenges: Increase in availability of similar knowledge through the internet, lack of professional development funding and time

## 21. Evaluation studies planned

- After Only (post program)

### Description

There is a program evaluation questionnaire that the participants fill out at the end of the symposium.

## 22. Data Collection Methods

- On-Site

### Description

There is a program evaluation questionnaire that the participants fill out at the end of the symposium.

**1. Name of the Planned Program**

Food Safety

**2. Program knowledge areas**

- 802 Human Development and Family Well-Being 100 %

**3. Program existence**

- Mature (More than five years)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

Food safety comprises two programs: Serv Safe and Food Safety and Preservation. Serv Safe is a food-safety instructional program for food service managers designed by the National Restaurants Association. Food Safety and Preservation includes providing in-service training for County Extension educators and responding to client questions regarding food-safety issues. Factors such as the number of elderly in WV, prevalence of chronic disease such as type 2 diabetes and cardiovascular disease, the lack of access to grocery stores in rural areas, and the increased number of meals consumed away from home contribute to the pressing need for food safety education. Food safety is recognized as a traditional Extension service program.

**6. Situation and priorities**

Factors such as the number of elderly in WV, prevalence of chronic disease such as type 2 diabetes and cardiovascular disease, the lack of access to grocery stores in rural areas and the increased number of meals consumed away from home contribute to the pressing need for food safety education. Food safety is recognized as a traditional Extension service program.

**7. Assumptions made for the Program**

Traditionally, the county Extension office is regarded as a safe and appropriate place for food-safety information. Funding is available only as a part of county and state positions. Current research-base is available through USDA and other sources.

**8. Ultimate goal(s) of this Program**

Reduce the incidence of food borne diseases among WV families through food-safety education.

**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	1.0	0.0	0.0	0.0
2008	1.0	0.0	0.0	0.0
2009	1.0	0.0	0.0	0.0
2010	1.0	0.0	0.0	0.0
2011	1.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

-- 7 ServSafe course offerings throughout the state with 120 food service participants in these courses. -- Answers to client questions. -- Food safety fact sheets on a variety of topics. -- Pressure canner testing in most counties.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> <li>● Demonstrations</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Newsletters</li> <li>● TV Media Programs</li> <li>● Other 1 (Radio, Newspapers)</li> <li>● Other 2 (fact-sheet publications)</li> </ul>

**15. Description of targeted audience**

Residents of West Virginia.

**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	800	1600	0	0
2008	800	1600	0	0
2009	800	1600	0	0
2010	800	1600	0	0
2011	800	1600	0	0

**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**

ServSafe course offerings throughout the state

2007 Target: 150  
 2008 Target: 150  
 2009 Target: 150  
 2010 Target: 150  
 2011 Target: 150

**Output Text**

Fact sheets on food safety

2007 Target: 2  
 2008 Target: 2  
 2009 Target: 2  
 2010 Target: 2  
 2011 Target: 2

**Output Text**

Pressure cooker temperature testings in counties

2007 Target: 1  
 2008 Target: 1  
 2009 Target: 1  
 2010 Target: 1  
 2011 Target: 1

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Participants receiving food safety certification.

**Outcome Type:** Short

2007 Target: 150  
2008 Target: 150  
2009 Target: 150  
2010 Target: 150  
2011 Target: 150

**Outcome Text**

Practical application of food safety knowledge by commercial and home food preparers. We do not have the resources to measure this medium-term outcome.

**Outcome Type:** Medium

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**Outcome Text**

Increased level of food safety knowledge resulting in reduced incidence of foodborne diseases among WV families.

**Outcome Type:** Long

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**20. External factors which may affect outcomes**

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

**Description**

Extension educators need to be abreast of government regulations related to food safety. Natural diasters, such as severe snow-storms and floods, would cause cancellations of programs.

**21. Evaluation studies planned**

- After Only (post program)

**Description**

A post program evaluation is administered by the Extension educators at the end of the ServSafe class. The questionnaire was developed by the National Food Safety Education Foundation.

**22. Data Collection Methods**

- On-Site



**Description**

A post program evaluation is administered by Extension educators at the end of the ServSafe class. The questionnaire was developed by the National Food Safety

**1. Name of the Planned Program**

Horticulture Marketing

**2. Program knowledge areas**

- 504 Home and Commercial Food Service 20 %
- 604 Marketing and Distribution Practices 15 %
- 603 Market Economics 15 %
- 607 Consumer Economics 10 %
- 711 Ensure Food Products Free of Harmful Chemicals, Including Residues from Agricultural and Other Sourc 10 %
- 501 New and Improved Food Processing Technologies 15 %
- 503 Quality Maintenance in Storing and Marketing Food Products 15 %

**3. Program existence**

- Mature (More then five years)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

To enhance the economic viability of vegetable, fruit, ornamental, and specialty crop production in WV through effective marketing strategies. This would include the expansion of existing farm markets as well as helping growers create new markets.

**6. Situation and priorities**

Growers need help connecting with their consumers. We need to continue to develop markets for locally grown products.

**7. Assumptions made for the Program**

If the demand for local grown products increases, more producers will enter the market.

**8. Ultimate goal(s) of this Program**

Increased consumer support for local farmers' market produce and value-added items.

**9. Scope of Program**

- Multistate Integrated Research and Extension

**Inputs for the Program**

**10. Expending formula funds or state-matching funds**

- Yes

**11. Expending other then 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	1.2	0.0	0.0	0.0
2008	1.2	0.0	0.0	0.0
2009	1.2	0.0	0.0	0.0
2010	1.3	0.0	0.0	0.0
2011	1.3	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

-- Regional workshops/training --Market surveys/research --Increased number of markets/services --Improved existing markets/services

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> <li>● Demonstrations</li> <li>● Other 1 (electronic mailing list)</li> </ul>	<ul style="list-style-type: none"> <li>● Web sites</li> <li>● Other 1 (newspaper)</li> </ul>

**15. Description of targeted audience**

Growers, producers, market vendors, consumers.

**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	1700	150	0	0
2008	1800	200	0	0
2009	1900	300	0	0
2010	1900	300	0	0
2011	1900	400	0	0

**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**

Increase number of markets.

2007 Target: 2

2008 Target: 2

2009 Target: 2

2010 Target: 2

2011 Target: 2

**Output Text**

Increase number of growers.

2007 Target: 10

2008 Target: 10

2009 Target: 10

2010 Target: 10

2011 Target: 10

**Output Text**

Percentage of increase in the number of consumers.

2007 Target: 10

2008 Target: 10

2009 Target: 10

2010 Target: 10

2011 Target: 10

**Output Text**

Workshops

2007 Target: 5

2008 Target: 5

2009 Target: 5

2010 Target: 5

2011 Target: 5

## Outcomes for the Program

### 19. Outcome measures

#### Outcome Text: Awareness created

##### Outcome Text

Percentage of increased knowledge of farmers' market vendors.

##### Outcome Type: Short

2007 Target: 5

2008 Target: 5

2009 Target: 5

2010 Target: 5

2011 Target: 5

##### Outcome Text

Market vendors create their own market association and increase membership of vendors.

##### Outcome Type: Medium

2007 Target: 10

2008 Target: 10

2009 Target: 10

2010 Target: 10

2011 Target: 10

##### Outcome Text

Percentage of increased income of farmers' market vendors.

##### Outcome Type: Long

2007 Target: 10

2008 Target: 10

2009 Target: 10

2010 Target: 10

2011 Target: 10

##### Outcome Text

Increased consumer support for local farmers' markets. Collecting baseline data in 2006.

##### Outcome Type: Long

2007 Target: 0

2008 Target: 0

2009 Target: 0

2010 Target: 0

2011 Target: 0

### 20. External factors which may affect outcomes

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

**Description**

All the above factors could have an effect on production and resource support.

**21. Evaluation studies planned**

- After Only (post program)
- Before-After (before and after program)
- Case Study

**Description**

{NO DATA ENTERED}

**22. Data Collection Methods**

- On-Site
- Unstructured
- Observation

**Description**

A variety of evaluation methods will be used.

**1. Name of the Planned Program**

Commercial Horticulture Production

**2. Program knowledge areas**

- 601 Economics of Agricultural Production and Farm Management 100 %

**3. Program existence**

- Mature (More than five years)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

To assemble practical research and extension programming that will lead to better quality products; increased efficiency through better management practices; and sustainable crop production.

**6. Situation and priorities**

We do not have enough growers to produce locally grown products. We lack educational opportunities for entry-level producers.

**7. Assumptions made for the Program**

Additional staff can be hired to help educate local growers.

**8. Ultimate goal(s) of this Program**

Increase crop production and farm profitability.

**9. Scope of Program**

- Integrated Research and Extension

**Inputs for the Program**

**10. Expending formula funds or state-matching funds**

- Yes

**11. Expending other then 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	0.9	0.0	0.0	0.0
2008	1.0	0.0	0.0	0.0
2009	1.0	0.0	0.0	0.0
2010	1.2	0.0	0.0	0.0
2011	1.2	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

--Variety trials/research --Publications/service --Workshops/training --Program evaluation

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> <li>● Demonstrations</li> </ul>	<ul style="list-style-type: none"> <li>● Other 1 (Newspapers)</li> <li>● Other 2 (Publications)</li> </ul>

**15. Description of targeted audience**

Large and small growers of horticultural products.

**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	425	150	20	0
2008	450	150	20	0
2009	475	150	20	0
2010	475	175	25	0
2011	500	200	25	0

**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**

Trials/research projects on horticulture production



2007 Target: 30  
2008 Target: 30  
2009 Target: 30  
2010 Target: 30  
2011 Target: 30

**Output Text**

Publications on horticulture production

2007 Target: 3  
2008 Target: 3  
2009 Target: 3  
2010 Target: 3  
2011 Target: 3

**Output Text**

Workshops/trainings on horticulture production

2007 Target: 5  
2008 Target: 5  
2009 Target: 5  
2010 Target: 5  
2011 Target: 5

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Increase local growers' knowledge of new crop varieties.

**Outcome Type:** Short

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**Outcome Text**

Growers select better varieties, based on the number of new varieties that are planted. Base data has not been collected yet.

**Outcome Type:** Medium

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**Outcome Text**

Decrease chemical inputs.

**Outcome Type:** Long

2007 Target: 0

2008 Target: 0

2009 Target: 0

2010 Target: 0

2011 Target: 0

**Outcome Text**

Increased number of commercial horticultural businesses

**Outcome Type:** Medium

2007 Target: 0

2008 Target: 0

2009 Target: 0

2010 Target: 0

2011 Target: 0

**20. External factors which may affect outcomes**

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

**Description**

{NO DATA ENTERED}

**21. Evaluation studies planned**

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

**Description**

Base line data will be collected and compared year to year.

**22. Data Collection Methods**

- Sampling
- Mail
- On-Site
- Observation

**Description**

Baseline data will be collected and compared year to year.

**1. Name of the Planned Program**

Germ City: Clean Hands Healthy People

**2. Program knowledge areas**

- 802 Human Development and Family Well-Being 100 %

**3. Program existence**

- Mature (More than five years)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

“Germ City” is an interactive exhibit/demonstration designed to increase awareness among children and their parents of effective handwashing. The spread of communicable diseases among children in WV is apparent during all seasons of the year. The simple task of handwashing can reduce the transfer of germs associated with these diseases. This program will educate children and families on the importance of washing their hands to reduce the incidence of disease.

**6. Situation and priorities**

The spread of communicable diseases among children in WV is apparent during all seasons of the year. The simple task of handwashing can reduce the transfer of germs associated with these diseases. This program will educate children and families on the importance of washing their hands to reduce the incidence of disease.

**7. Assumptions made for the Program**

Reduce the incidence of communicable diseases among WV children and families through innovative and interactive educational program. Teach children at a young age the importance of handwashing as a lifetime practice. During the three years (2001-2004) when funding was available for the project, Germ-city units were purchased that will continue to be available for years and, thereby, give sustainability to the program.

**8. Ultimate goal(s) of this Program**

Reduce the incidence of communicable diseases among WV children and families through innovative and interactive educational program.

**9. Scope of Program**

- 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	0.5	0.0	0.0	0.0
2008	0.5	0.0	0.0	0.0
2009	0.3	0.0	0.0	0.0
2010	0.3	0.0	0.0	0.0
2011	0.3	0.0	0.0	0.0

## Outputs for the Program

### 13. Activity (What will be done?)

-- Number of Germ City programs held per year. -- Number of extension agents, Nutrition Outreach Instructors, and volunteers trained. -- Number of school-age children, food-service providers, and child-care providers participating in Germ City programs.

### 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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> <li>● Demonstrations</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Newsletters</li> <li>● TV Media Programs</li> <li>● Other 1 (Radio, Newspapers)</li> <li>● Other 2 (School announcements)</li> </ul>

### 15. Description of targeted audience

This program educates children and families on the importance of washing their hands to reduce the incidence of disease.

### 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	500	1000	5000	10000
2008	500	1000	5200	10400
2009	500	1000	5400	10800
2010	500	1000	5600	11200
2011	500	1000	5800	11600

### 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**

Number of Germ City programs held per year.

2007 Target: 50  
 2008 Target: 55  
 2009 Target: 60  
 2010 Target: 65  
 2011 Target: 70

**Output Text**

Number of Extension agents, Nutrition Outreach Instructors, and volunteers trained.

2007 Target: 40  
 2008 Target: 40  
 2009 Target: 40  
 2010 Target: 40  
 2011 Target: 40

**Output Text**

Number of school-age children participating in the program.

2007 Target: 5000  
 2008 Target: 5200  
 2009 Target: 5400  
 2010 Target: 5600  
 2011 Target: 5800

**Output Text**

Number of food-service providers and child-care providers participating.

2007 Target: 500  
 2008 Target: 500  
 2009 Target: 500  
 2010 Target: 500  
 2011 Target: 500

## Outcomes for the Program

### 19. Outcome measures

#### Outcome Text: Awareness created

##### Outcome Text

Increased handwashing awareness of participants based on science.

##### Outcome Type: Short

2007 Target: 5000

2008 Target: 5200

2009 Target: 5400

2010 Target: 5600

2011 Target: 5800

##### Outcome Text

Enhanced personal motivation for proper handwashing based on health concerns. We do not measure this outcome.

##### Outcome Type: Short

2007 Target: 0

2008 Target: 0

2009 Target: 0

2010 Target: 0

2011 Target: 0

##### Outcome Text

Increased knowledge of proper handwashing techniques.

##### Outcome Type: Medium

2007 Target: 5000

2008 Target: 5200

2009 Target: 5400

2010 Target: 5600

2011 Target: 5800

### 20. External factors which may affect outcomes

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

#### Description

All of the above factors affect program delivery and effectiveness.

### 21. Evaluation studies planned

- Other

**Description**

Interactive educational demonstration provides immediate feedback on the effectiveness of handwashing.

**22. Data Collection Methods**

- Whole population
- Other

**Description**

Interactive educational demonstration provides immediate feedback on the effectiveness of handwashing.

### 1. Name of the Planned Program

Government, Planning, and Public Policy

### 2. Program knowledge areas

- 608 Community Resource Planning and Development 25 %
- 602 Business Management, Finance, and Taxation 30 %
- 805 Community Institutions, Health, and Social Services 25 %
- 610 Domestic Policy Analysis 20 %

### 3. Program existence

- New (One year or less)

### 4. Program duration

- Medium Term (One to five years)

### 5. Brief summary about Planned Program

This program seeks to provide services and information to governments, communities, organizations, and individuals with questions and needs revolving around governance, planning, and policy. This is to be accomplished through teaching efforts, development of educational materials, applied research, and provision of direct and indirect assistance. It is designed to meet a major need in West Virginia. A team concept, led by an Extension specialist and a county faculty, will be used to develop materials that can be used by all Extension educators (including those on the team) to work with groups and entities in their local areas.

### 6. Situation and priorities

West Virginia ranks near the bottom on many measures that describe community vitality and economic health. These range from population growth to per capita income to labor force participation rate to small business startups. The showing on these key indicators may help explain why local government officials rated several economic development matters as the most prominent issues facing their communities in surveys done in 1996 and 2000 as well as why development-related issues are the focus of many agencies at all levels of government in the Mountain State.

### 7. Assumptions made for the Program

The concept of professional government administration sometimes may appear to be a non-sequitur in West Virginia. To many, the idea that government should be run analogously to any other important enterprise is not one that has been easily comprehended. Less than half of the state's 55 counties have professional administrations. This means that when something outside the normal routine of government operations emerges or is needed, external consultants are needed to help provide solutions, costing the local governments and their communities time, money, and other limited resources that could be better applied to programmatic efforts.

### 8. Ultimate goal(s) of this Program

Five goals were developed for this program. The two goals associated with planning and policy are to promote and build sustainable communities and to enhance the capacity of elected officials and the citizens of West Virginia. The three goals associated with state and local government are to improve governance and administrative functions within the state, to become a recognized source of governance and administrative functioning resources to various state and local governmental bodies, and to increase the knowledge of state and local government officials and stakeholders regarding relevant University programs and resources.

### 9. Scope of Program

- 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	1.5	0.0	0.0	0.0
2008	1.5	0.0	0.0	0.0
2009	1.5	0.0	0.0	0.0
2010	1.5	0.0	0.0	0.0
2011	1.5	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

-- Specialized studies for governmental and community organizations, including but not limited to strategic plans, needs assessments, policy analysis. -- Education and training sessions for localities and public officials on such subjects as land use planning, public issues, and community development. -- Partnerships with external organizations throughout West Virginia to jointly and collaboratively work on these and related issues. -- Information for dissemination, through the use of paper publications, Web-based publications, presentations, and seminars.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● Other 1 (Direct assistance)</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Newsletters</li> </ul>

**15. Description of targeted audience**

The target is local communities. This includes public officials, citizens' organizations, nonprofit organizations, and individual residents.

**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	100	250	0	25
2008	150	400	10	50
2009	200	500	25	100
2010	250	500	40	150
2011	250	500	50	200

**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**

Specialized studies conducted

2007 Target: 3  
 2008 Target: 5  
 2009 Target: 8  
 2010 Target: 10  
 2011 Target: 10

**Output Text**

Education and training sessions conducted

2007 Target: 5  
 2008 Target: 7  
 2009 Target: 9  
 2010 Target: 12  
 2011 Target: 12

**Output Text**

Total partnerships with external entities operating to work in this area

2007 Target: 2  
 2008 Target: 3  
 2009 Target: 4  
 2010 Target: 6  
 2011 Target: 6

**Output Text**

Information reports presented or published

2007 Target: 2  
2008 Target: 3  
2009 Target: 4  
2010 Target: 6  
2011 Target: 6

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Number of local governments with improved analytical and problem-solving skills.

**Outcome Type:** Short

2007 Target: 2  
2008 Target: 3  
2009 Target: 4  
2010 Target: 6  
2011 Target: 6

**Outcome Text**

Percentage increase in local governments' recognition of Extension as a provider of these services.

**Outcome Type:** Short

2007 Target: 3  
2008 Target: 5  
2009 Target: 8  
2010 Target: 10  
2011 Target: 10

**Outcome Text**

Percentage increase in requests for assistance/utilization of Extension and related programs.

**Outcome Type:** Medium

2007 Target: 3  
2008 Target: 5  
2009 Target: 8  
2010 Target: 10  
2011 Target: 10

**Outcome Text**

Percentage of local governments with increases in operational/organizational efficiency and effectiveness.

**Outcome Type:** Long

2007 Target: 3

2008 Target: 5

2009 Target: 8

2010 Target: 10

2011 Target: 10

**20. External factors which may affect outcomes**

- Economy
- Appropriations changes
- Public Policy changes
- Competing Public priorities
- Competing Programmatic Challenges
- Populations changes (immigration,new cultural groupings,etc.)

**Description**

Given the nature of the proposed activities, many external factors can come into play.

**21. Evaluation studies planned**

- Retrospective (post program)
- During (during program)
- Time series (multiple points before and after program)
- Case Study

**Description**

The main objective of the evaluation process will be to examine whether what is being done is bringing about the desired outcomes.

**22. Data Collection Methods**

- Whole population
- Mail
- Telephone
- On-Site
- Structured
- Unstructured
- Case Study
- Observation
- Other

**Description**

The process will ask participating individuals what this work has meant to them and to the organization which they represent (be it a governmental agency, a community group, etc.).

## 1. Name of the Planned Program

Grassland Management

## 2. Program knowledge areas

- 205 Plant Management Systems 30 %
- 307 Animal Management Systems 40 %
- 102 Soil, Plant, Water, Nutrient Relationships 30 %

## 3. Program existence

- Mature (More than five years)

## 4. Program duration

- Long-Term (More than five years)

## 5. Brief summary about Planned Program

Reducing hay production costs through management – We will teach producers how to reduce hay production costs through management and economical management of new production technologies. Why – The cost of hay is one of the largest costs of production for livestock producers. Producing lower-cost hay is one way to reduce production costs. Improving hay quality through harvest and storage management – We will teach producers how to produce hay of high enough quality to eliminate the need for purchased supplements. Why – Producing hay that does not require purchased supplements to meet the animals' nutritional requirements is one way to reduce production costs. Improving information transfer with pasture walks – We will provide information that will help producers lengthen the grazing season to reduce the needs of hay feeding. Why – Reducing hay feeding is one way to reduce production costs. Improved calf gain and health through pasture weaning (with Livestock Marketing Team) – We will teach producers how to improve performance and health-managed calves in marketing pools. Why - Preconditioned and health-managed calves return up to \$20/cwt over nonhealth-managed calves. This is one of the best ways to improve gross farm receipts. Reducing calf production costs (with Livestock Marketing Team) - We will teach producers how to reduce costs for health-managed calves in marketing pools. Why - Preconditioned and health-managed calves return up to \$20/cwt over nonhealth-managed calves. By investing in pasture management and supplementation that is profitable and not just a cost, producers can increase net income through this management.

## 6. Situation and priorities

Cow-calf production is a major livestock enterprise in West Virginia but long-term costs have been high compared to income. Feed is about 75% of total production cost, and hay often accounts for half of the feed cost and about a third of total cost. Extending the grazing season minimizes hay feeding. Knowing hay production costs allows farmers to fine tune management to reduce costs and enables them to know what is reasonable to pay for hay or for producing additional fall or winter grazing.

## 7. Assumptions made for the Program

Forage production and quality are largely determined by fertility and harvest management. Livestock producers can reduce animal feed cost by reducing the amount of hay fed and producing forage of a quality optimal to the needs of their livestock. The cost per unit of hay produced can be reduced by optimizing fertilization practices, using legumes as a source of nitrogen, and grazing the aftermath forage produced on hay fields to extend the grazing season.

## 8. Ultimate goal(s) of this Program

The WVU Grassland program will help West Virginia cow-calf producers increase herd profitability so that grassland agriculture is competitive and sustainable into the future.

## 9. Scope of Program

- 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	2.5	0.0	0.0	0.0
2008	2.5	0.0	0.0	0.0
2009	2.5	0.0	0.0	0.0
2010	2.7	0.0	0.0	0.0
2011	2.7	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

-- Develop curriculum for reducing hay production costs through management, train 25 Extension faculty, hold 20 local sessions reaching 200 producers. -- Develop curriculum for improving hay quality through harvest and storage management, train 25 Extension faculty, hold 20 local sessions reaching 200 producers. -- Develop curriculum for improving information transfer with pasture walks, train 25 Extension faculty, hold 20 local sessions reaching 200 producers. -- Develop curriculum for improved calf gain and health through pasture weaning, train 25 Extension faculty, hold 20 local sessions reaching 200 producers.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> <li>● Demonstrations</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> <li>● Other 1 (Fact sheets)</li> <li>● Other 2 (WV Farm Bureau News insert)</li> </ul>

**15. Description of targeted audience**

This program will target cattle producers participating in WV Beef Quality Assurance marketing pools and livestock producers who could benefit from these marketing practices.

**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	500	15000	0	0
2008	1000	15000	0	0
2009	1500	15000	0	0
2010	1500	15000	0	0
2011	1500	15000	0	0

**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**

Number of producers trained to reduce hay production through management

2007 Target: 200  
 2008 Target: 200  
 2009 Target: 200  
 2010 Target: 200  
 2011 Target: 200

**Output Text**

Number of producers trained to improve hay quality through harvest and storage management

2007 Target: 200  
 2008 Target: 200  
 2009 Target: 200  
 2010 Target: 200  
 2011 Target: 200

**Output Text**

Number of producers trained to improve information transfer with pasture walks

2007 Target: 200  
 2008 Target: 200  
 2009 Target: 200  
 2010 Target: 200  
 2011 Target: 200

**Output Text**

Number of producers trained to improved calf gain and health through pasture weaning

2007 Target: 200  
2008 Target: 200  
2009 Target: 200  
2010 Target: 200  
2011 Target: 200

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Number of producers who increased knowledge of reducing hay production costs through management = 50%

**Outcome Type:** Short

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

**Outcome Text**

Number of producers who are willing to adopt one BMP = 50%

**Outcome Type:** Short

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

**Outcome Text**

Number of producers who adopt one BMP which should result in a reduction of hay production costs through management

**Outcome Type:** Medium

2007 Target: 25  
2008 Target: 25  
2009 Target: 50  
2010 Target: 50  
2011 Target: 50

**Outcome Text**

Number of producers increasing knowledge of how to improve hay quality through harvest and storage management = 80%



**Outcome Type:** Short

2007 Target: 160

2008 Target: 160

2009 Target: 160

2010 Target: 160

2011 Target: 160

**20. External factors which may affect outcomes**

- Natural Disasters (drought, weather extremes, etc.)
- Economy

**Description**

Drought, floods, and economic factors will determine how livestock producers manage their operations and respond to educational programming.

**21. Evaluation studies planned**

- After Only (post program)
- Retrospective (post program)
- Case Study

**Description**

We will use post-training evaluation with retrospective pre-testing, surveys, and case studies to evaluate how producers are learning from the training and adopting the BMPs presented. Will use post-surveys to determine if producers are adopting new practices.

**22. Data Collection Methods**

- Sampling
- Whole population

**Description**

Whole population surveys of those trained and sampling of those trained after given time to adopt BMPs.

### 1. Name of the Planned Program

Community Leadership Development

### 2. Program knowledge areas

- 802 Human Development and Family Well-Being 20 %
- 805 Community Institutions, Health, and Social Services 80 %

### 3. Program existence

- Mature (More than five years)

### 4. Program duration

- Long-Term (More than five years)

### 5. Brief summary about Planned Program

Strengthening leadership is about establishing new ways of thinking and new patterns of behavior in a community. Leadership is perceived as a process of working with, not for, people to help define and achieve collective goals. A basic principal of community/economic development is that local people must address local concerns. Place-based leadership and social capital must be home grown and continually developed in order for communities to be sustainable over time. Leadership development is an evolving and crucial need that shifts and changes as communities change. The principal purpose of this project is to encourage communities to work together and to help participants gain knowledge and skills needed to facilitate community planning and development. The Community Leadership Team plans to do this by developing a curriculum on board development, piloting the curriculum, and then teaching it to groups statewide. We also plan to develop topics on leadership development which include powerpoint presentations, group activities, and fact sheets. We plan to teach selected topics as requested but we also want to distribute these leadership resources to all Extension agents in the state since leadership development applies to all aspects of Extension.

### 6. Situation and priorities

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

### 7. Assumptions made for the Program

As individuals are trained, they will have the skills needed to help lead their communities and to tackle difficult issues.

### 8. Ultimate goal(s) of this Program

1. Extension will be considered an expert in community leadership development by people throughout WV.
2. Stakeholders and others looking for leadership programs will automatically contact Extension for leadership training. Extension's new board training curriculum will be requested throughout the state by various organizations.
3. Extension professionals are trained to deliver high quality leadership programs. Individuals throughout the state are eager to assume leadership positions in organizations and in their communities.
4. Stakeholders are more effective and confident in their leadership roles.
5. New leadership curricula are developed and used by Extension professionals throughout the state.

### 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	0.5	0.0	0.0	0.0
2008	0.5	0.0	0.0	0.0
2009	0.5	0.0	0.0	0.0
2010	0.5	0.0	0.0	0.0
2011	0.5	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

One session on leadership resources at the Extension Professional Development Day each year. Participation in other leadership professional development opportunities. Partnerships with other leadership organizations in West Virginia. Holding leadership workshops for West Virginia citizens

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> <li>● Demonstrations</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> <li>● Other 1 (articles in local newspapers)</li> </ul>

**15. Description of targeted audience**

West Virginia citizens who are interested in developing their leadership skills.

**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	85	200	50	100
2008	90	200	50	100
2009	95	300	75	125
2010	95	300	75	125
2011	100	400	100	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**

Partnerships with other leadership organizations to mutually promote each other's leadership programs

2007 Target: 5  
 2008 Target: 8  
 2009 Target: 10  
 2010 Target: 10  
 2011 Target: 12

**Output Text**

Participation by Extension educators in other professional development opportunities

2007 Target: 10  
 2008 Target: 10  
 2009 Target: 10  
 2010 Target: 10  
 2011 Target: 10

**Output Text**

Participants at session on leadership resources at the Extension Professional Development Day

2007 Target: 35  
 2008 Target: 35  
 2009 Target: 25  
 2010 Target: 25  
 2011 Target: 25

**Output Text**

Hold leadership workshops in West Virginia

2007 Target: 2  
2008 Target: 2  
2009 Target: 2  
2010 Target: 2  
2011 Target: 2

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Increased awareness of the need for leadership training.

**Outcome Type:** Short

2007 Target: 200  
2008 Target: 200  
2009 Target: 300  
2010 Target: 300  
2011 Target: 400

**Outcome Text**

Increased knowledge about leadership development programs (75%).

**Outcome Type:** Short

2007 Target: 84  
2008 Target: 105  
2009 Target: 126  
2010 Target: 158  
2011 Target: 158

**Outcome Text**

Increase in number of Extension and other professionals requesting and using leadership team resources.

**Outcome Type:** Medium

2007 Target: 25  
2008 Target: 35  
2009 Target: 50  
2010 Target: 50  
2011 Target: 100

**Outcome Text**

Increase in number of groups, individuals, and organizations requesting leadership information.

**Outcome Type:** Medium

2007 Target: 10  
2008 Target: 15  
2009 Target: 25  
2010 Target: 35  
2011 Target: 50

**Outcome Text**

Increased knowledge of leadership skills = 50%.

**Outcome Type:** Short

2007 Target: 69  
2008 Target: 75  
2009 Target: 88  
2010 Target: 88  
2011 Target: 100

**Outcome Text**

Increase in the number of requests to WVU Extension for expertise in leadership.

**Outcome Type:** Medium

2007 Target: 100  
2008 Target: 100  
2009 Target: 150  
2010 Target: 150  
2011 Target: 150

**Outcome Text**

Increased number of Extension professors who collaborate to on leadership issues.

**Outcome Type:** Medium

2007 Target: 20  
2008 Target: 30  
2009 Target: 40  
2010 Target: 50  
2011 Target: 75

**20. External factors which may affect outcomes**

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Competing Programmatic Challenges

**Description**

If there are extreme weather conditions, then the attendance/participation in leadership trainings will likely be affected.

**21. Evaluation studies planned**

- During (during program)
- Time series (multiple points before and after program)
- Case Study
- Comparisons between different groups of individuals or program participants experiencing different levels of program intensity.

**Description**

We are developing a comprehensive evaluation tool to use with all leadership trainings. It is hoped that this evaluation mechanism will show the impact of the training on individuals as they work in their communities.

**22. Data Collection Methods**

- On-Site
- Structured
- Case Study
- Observation

**Description**

We will develop surveys to be completed by participants in the leadership training workshops. We will develop case studies.

## 1. Name of the Planned Program

Citizenship

## 2. Program knowledge areas

- 806 Youth Development 100 %

## 3. Program existence

- Intermediate (One to five years)

## 4. Program duration

- Long-Term (More than five years)

## 5. Brief summary about Planned Program

Young people can have an effect on adults and organizations by being included in decision-making roles. Organizations that have a strong youth voice become more connected and responsive to youth; place a greater value on inclusivity and representation; and are more appealing to potential supporters. Youth engaged in organizations exhibit a greater development of life skills such as leadership, public speaking, dependability, and job responsibility. Involvement in organizations also enhances family communications and youth's positive self-esteem while decreasing risky behaviors.

## 6. Situation and priorities

Many researchers believe that civic virtue and even civility in the U.S. are on the decline, along with moral and political qualities that make a good citizen. Youths 18-25 are conspicuously lacking in attributes of good citizenship. They are less likely to vote than either older counterparts or young people in past decades. They are not as interested in political discussion and public issues as past generations were at the same point in their lives. Many schools and universities no longer have civic education in their curriculum yet we know that educating youth in this area should be a primary goal.

## 7. Assumptions made for the Program

A study by University of Wisconsin-Madison and the Innovation Center for Community and Youth Development, a spin-off organization of the National 4-H Council, states that there are a number of effects that young people can have on adults and organizations by being included in decision-making roles (Zeldin, Kusgen, McDaniel, Topitzes, Calvert, 2000). Adults view the competence of youths and perceive them as critical to organizational improvement, adults enhance their commitment to the organization, adults feel more effective and competent in working with youths, and adults develop a stronger sense of community when they are involved with programs that have a strong youth voice. In a study by Scales and Leffert (1999), the evidence is clear that in organizations with strong youth voice and leadership the results are greater development of life skills including leadership, public speaking, dependability, and job responsibility. They also found greater communications in the family and decreased loneliness, shyness and feelings of hopelessness existing in youths who were involved in these organizations. Also, these types of organizations led youths to be less involved with risky behaviors like drug use and juvenile delinquency and to do better academically. Young people need ample opportunity to "try on" the adult roles they are preparing for. This means they need to participate in making age-appropriate decisions for themselves and others, ranging from deciding what activities to participate in to choosing responsible alternatives to negative behaviors. They also need to practice taking leadership roles in their communities and to experience themselves as individuals who have something of value to contribute. Character education programs are designed to promote the development of trustworthiness, responsibility, respect, fairness, caring and citizenship, the same values promoted by the 4-H program for more than 100 years.

## 8. Ultimate goal(s) of this Program

-- Increased youth involvement in citizenship and character education opportunities; -- Decreased risky behaviors of youth; -  
-Development of new policies that promote the inclusion of youth voice in community organizations.

## 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	0.5	0.0	0.0	0.0
2008	1.0	0.0	0.0	0.0
2009	1.5	0.0	0.0	0.0
2010	2.0	0.0	0.0	0.0
2011	2.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

-- LEGISLATIVE DAYS - Through the 4-H program, youths are able to visit the capitol and visit legislators. 4-H Day at the Legislature and Teen Public Policy Conferences -- CHARACTER COUNTS! activities promote the development of the six pillars (trustworthiness, responsibility, respect, fairness, caring, and citizenship -- Youth as Planners - Youth can help plan and implement projects. This gives them the chance to help create a vision, set goals, and determine the objectives. -- Youth on Boards - placing youths on advisory committees or boards working in conjunction with an existing organization assure that youths are involved in activities.

**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"> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> <li>● Other 1 (special field trips)</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> </ul>

**15. Description of targeted audience**

Youth 9 to 21 - 4-H is the largest youth development program in West Virginia. More than 49,000 youths are 4-H members, and more than 6,400 adult volunteers work directly with 4-H members.

**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	10	0	2000	0
2008	11	0	2100	0
2009	12	0	2200	0
2010	13	0	2300	0
2011	14	0	2500	0

**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**

Increase the number of youth involved in citizenship and character education programs.

2007 Target: 500  
 2008 Target: 600  
 2009 Target: 700  
 2010 Target: 800  
 2011 Target: 900

**Output Text**

Increase citizenship and character education opportunities for youth through the Extension Service.

2007 Target: 50  
 2008 Target: 60  
 2009 Target: 70  
 2010 Target: 80  
 2011 Target: 90

**Output Text**

Increase youth participation on boards and committees such as camp planning committee.

2007 Target: 550  
 2008 Target: 600  
 2009 Target: 650  
 2010 Target: 700  
 2011 Target: 750

## Outcomes for the Program

### 19. Outcome measures

#### Outcome Text: Awareness created

##### Outcome Text

Number of youth in 4-H programs who will increase citizenship skills.

##### Outcome Type: Short

2007 Target: 110

2008 Target: 150

2009 Target: 200

2010 Target: 250

2011 Target: 300

##### Outcome Text

Number of boards and committees associated with 4-H Youth Development that will adopt a new policy to include youth.

##### Outcome Type: Medium

2007 Target: 25

2008 Target: 30

2009 Target: 40

2010 Target: 50

2011 Target: 55

### 20. External factors which may affect outcomes

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

#### Description

WV is a state of increasing poverty, decreasing populations, and decreasing school-aged population. Program resources are a continuous challenge.

### 21. Evaluation studies planned

- After Only (post program)
- During (during program)
- Case Study

#### Description

Evaluation plans include assessment of the number of participants involved in activities and events of this nature as well as organizational checklists administered pre/post and sampling and tools for mapping youth involvement.

### 22. Data Collection Methods

- Sampling
- Mail
- Structured

**Description**

Evaluations would include Organizational Assessment Checklists to track the progress of counties in recruiting and involving youths on boards and committees. Through sampling of the 4-H population and alumni groups, impact of the citizenship activities could be assessed. Mapping youth involvement is a mechanism for determining youth involvement in citizenship, character education, and youth governance activities.

## 1. Name of the Planned Program

4-H Community Clubs

## 2. Program knowledge areas

- 806 Youth Development 100 %

## 3. Program existence

- Mature (More than five years)

## 4. Program duration

- Long-Term (More than five years)

## 5. Brief summary about Planned Program

West Virginia has many isolated and rural communities. Providing opportunities for youth is a challenge. The 4-H Community Club supports the development of the essential elements for youth development: 1) Belonging, 2) Mastery, 3) Independence, and 4) Generosity. The 4-H community club model works well in reaching youth when transportation and poverty are issues that impact families. Volunteer leaders host youth at communities sites that are close to the 4-H'ers' home; no dues or fees are charged; and most of the activities and events are inexpensive.

## 6. Situation and priorities

Over 24,000 youths ages 9-21 years participated in the 4-H Community Club program throughout West Virginia in 2005. 4-H community clubs are organized groups, with elected officers and planned programs that are carried on throughout the year. Members complete projects, exhibit at fairs, plan community service and fund-raising activities, and are supported by adult volunteer leaders. Many of West Virginia's children live in poverty. Of the 402,393 children in West Virginia, 97,781 (24.3%) live in poverty. Only four states have higher percentages. Kids Count data on key indicators of child well-being report that 50.2% of the children in West Virginia live in low-income families. Many parents do not have jobs that enable them to provide even the most basic needs for their children. For example, 56% of West Virginia's children live with parents who do not have full-time, year-round employment. The unemployment rate in the entire state is 4.9%. West Virginia has many isolated and rural communities. Providing opportunities for youth is a challenge. The 4-H community club model works well in reaching youths when transportation and poverty are issues that impact families. Volunteer leaders host youths at community sites that are close to the 4-Hers home; no dues or fees are charged; and most of the activities and events are inexpensive. It is a model that works well for West Virginia communities. West Virginia has many isolated and rural communities. Providing opportunities for youth is a challenge. In many isolated communities, youths are limited in the number of extra activities they can participate in during the time away from school. For many of them, during school time is the only chance they have to participate in extra clubs and activities. School-based 4-H clubs that operate on school time are a good answer for reaching these youths. Extension agents train teachers, work with program assistants, or direct school-based 4-H clubs on their own. No dues or fees are charged and most of the activities and events are inexpensive. It is a model that works well for West Virginia communities.

## 7. Assumptions made for the Program

4-H community clubs operate in local communities throughout West Virginia. Extension agents who work with 4-H are located in each of the state's 55 counties. The West Virginia 4-H program is dedicated to assisting youths in their development into healthy, competent, and productive adults. More than 24,000 youths are involved in a variety of community club programs annually. Through 4-H, youths have the opportunity to explore their talents and abilities while gaining new knowledge and skills. Communities throughout the state recognize the Extension agent as a resource and advocate in the area of youth development. The 4-H program includes club activities in which youths learn through 4-H projects and citizenship and leadership experiences. West Virginia also has an extensive summer residential camping program. The curricula for these programs are supported through the efforts of local Extension agents and the support of statewide Extension specialists. 4-H Community Clubs support the development of the essential elements for youth development: 1) Belonging – caring relationships, 2) Mastery – constructive learning experiences, 3) Independence – leadership opportunities, and 4) Generosity – opportunities to give back to others through service. Research conducted at West Virginia University in recent years suggests that 4-H club members obtain considerable enjoyment from club activities and acquire skills that are beneficial to their person, educational and occupational lives. Leadership experiences provided by 4-H, such as conducting meetings and public speaking, are considered to be of great value by former members.

**8. Ultimate goal(s) of this Program**

-- Increased number of WV youths experiencing academic excellence. -- Increased number of WV youths engaging in postsecondary opportunities. -- Decreased number of WV youths engaging in high-risk behaviors.

**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	15.0	0.0	0.0	0.0
2008	15.0	0.0	0.0	0.0
2009	15.0	0.0	0.0	0.0
2010	15.0	0.0	0.0	0.0
2011	15.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

1. Recruit and train teachers, volunteers, or program assistants to support 4-H community clubs. 2. Agents conduct workshops on developing visual presentation skills in youths. 3. Agents conduct officers' training schools 4. Research and develop training modules on how 4-H community clubs develop 1) Mastery, 2) Independence, 3) Belonging, and 4) Generosity. 5. Materials/publications on 4-H community clubs operations such money management and chartering. 5. Distribute N4-HCCS materials

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> <li>● Demonstrations</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Newsletters</li> </ul>

**15. Description of targeted audience**

Youths 9 to 21 – 4-H is the largest youth development program in West Virginia. More than 49,000 youth are 4-H members and more than 6,400 adult volunteers work directly and indirectly with them.

**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	4500	4500	24000	24000
2008	4600	4600	25000	25000
2009	4700	4700	26000	26000
2010	4800	4800	27000	27000
2011	5000	5000	30000	30000

**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**

Increase the number of youths involved in 4-H community clubs.

- 2007 Target: 24000
- 2008 Target: 25000
- 2009 Target: 26000
- 2010 Target: 27000
- 2011 Target: 30000

**Output Text**

Increase the number of 4-H community clubs available for youth.

- 2007 Target: 240
- 2008 Target: 250
- 2009 Target: 260
- 2010 Target: 270
- 2011 Target: 300

**Output Text**

Increase the number of projects completed by youths through 4-H community club involvement.

2007 Target: 12000  
2008 Target: 12500  
2009 Target: 13000  
2010 Target: 14000  
2011 Target: 15000

**Output Text**

Increase the number of youths trained at officer training.

2007 Target: 600  
2008 Target: 610  
2009 Target: 620  
2010 Target: 630  
2011 Target: 640

**Output Text**

Increased number of workshops for teachers, volunteers, and program assistants to support 4-H community clubs.

2007 Target: 12  
2008 Target: 12  
2009 Target: 12  
2010 Target: 12  
2011 Target: 12

**Output Text**

Increase the number of training modules available on enhancing the four essential elements through 4-H community clubs

2007 Target: 1  
2008 Target: 1  
2009 Target: 2  
2010 Target: 3  
2011 Target: 2

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

The number of youths in 4-H clubs who will demonstrate improvement in life skills.(40%)

**Outcome Type: Medium**

2007 Target: 6000  
2008 Target: 6250  
2009 Target: 6500  
2010 Target: 6750  
2011 Target: 7000

**Outcome Text**

Increase the number of new officers applying their new knowledge in local 4-H Community clubs.



**Outcome Type:** Medium

2007 Target: 600  
2008 Target: 610  
2009 Target: 620  
2010 Target: 630  
2011 Target: 640

**Outcome Text**

Decrease number of youths experiencing academic deficiencies. We do not have baseline data at the present time.

**Outcome Type:** Long

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**Outcome Text**

Increase number of youths engaging in postsecondary opportunities. We do not have baseline data at the present time.

**Outcome Type:** Long

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**20. External factors which may affect outcomes**

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

**Description**

No Child Left Behind legislation has tightened the educational standards in West Virginia. Curriculum presented in the school-based clubs must be able to clearly demonstrate that it is applicable to the standards established by the school system. West Virginia is a state of increasing poverty, decreasing populations, and decreasing school-age population. Therefore, program resources are a constant challenge.

**21. Evaluation studies planned**

- After Only (post program)
- Before-After (before and after program)
- During (during program)

**Description**

Evaluation plans would include the development of a survey to assess the extent to which the essential elements are development in youth through the participation in the 4-H program.

## 22. Data Collection Methods

- Sampling
- Mail
- Telephone
- On-Site
- Structured
- Observation

### Description

The 4-H Curriculum program team is currently working on the development of a survey to be administered with 4-H volunteer leaders to assess the extent to which the 4-H community club contributes to the development of generosity in youth. Survey is currently with Institution Review Board, and plans to administer it are set for fall of 2006. A similar tool will be developed for the other three essential elements that are developed through youth participation in 4-H community clubs (belongingness, mastery, independence).

## 1. Name of the Planned Program

4-H School-based Clubs

## 2. Program knowledge areas

- 806 Youth Development 100 %

## 3. Program existence

- Mature (More than five years)

## 4. Program duration

- Long-Term (More than five years)

## 5. Brief summary about Planned Program

West Virginia has many isolated and rural communities. Providing opportunities for youths is a challenge. In many isolated communities, youths are limited in the number of extra activities they can participate in during the time away from school. For many of them, during school time is the only chance they have to participate in extra clubs and activities. School-Based 4-H Clubs operating on school time are a good answer for reaching these youths. Extension agents train teachers, work with program assistants, or direct school-based 4-H clubs on their own. No dues or fees are charged, and most of the activities and events are inexpensive.

## 6. Situation and priorities

More than 19,000 youths ages 9-21 years participated in the 4-H school-based program throughout West Virginia in 2005. 4-H school-based clubs are youth groups that are organized within the constructs of the school day. Members complete projects that supplement the learning that occurs in the classroom. Every child has varying degrees of opportunities to engage in positive youth development, dictated by their environment; yet all children are entitled to its benefits. According to national data, 29% of young adolescents participate in no youth development activities and 40% of youth in the lowest income group do not participate in activities. 4-H school-based clubs are all inclusive and allow these youths to participate. Many of West Virginia's children live in poverty. Of the 402,393 children in West Virginia, 97,781(24.3%) live in poverty. Only four states in the nation have higher percentages. Kids Count data on key indicators of child well-being report that 50.2% of the children in West Virginia live in low-income families. Many parents do not have jobs that enable them to provide even the most basic needs for their children. For example, 56% of West Virginia's children live with parents who do not have full-time, year-round employment. The unemployment rate in the entire state is 4.9%. West Virginia has many isolated and rural communities. It is the second most rural state in the nation, with two-thirds of its population living in communities of less than 2,500 people. The Federal Office of Management and Budget has designated 44 of the 55 counties in the state as non-metropolitan. West Virginia's population is spread across a much larger territory than other states especially in the eastern section of the United States. West Virginia has many isolated and rural communities. Providing opportunities for youth is a challenge. In many isolated communities, youths are limited in the number of extra activities they can participate in during the time away from school. For many of them, during school time is the only chance they have to participate in extra clubs and activities. School-based 4-H clubs that operate on school time are a good answer for reaching these youths. Extension agents train teachers, work with program assistants, or direct school-based 4-H clubs on their own. No dues or fees are charged, and most of the activities and events are inexpensive. It is a model that works well for West Virginia communities.

## 7. Assumptions made for the Program

4-H school-based clubs operate in local communities throughout West Virginia. Extension agents who work with 4-H are located in each of the 55 counties in the state. The West Virginia 4-H program is dedicated to assisting youths in their development into healthy, competent, and productive adults. More than 19,000 youths are involved in a variety of school-based club programs annually. The curricula for these programs are supported through the efforts of local Extension agents and statewide Extension specialists. West Virginia also has an extensive summer residential camping program. Children are involved in more than 90 weeks of summer camping experiences. Youths who participate in school-based 4-H clubs are invited to attend summer 4-H camp.

## 8. Ultimate goal(s) of this Program

-- Increased number of youths experiencing academic excellence. -- Increased number of youths engaging in postsecondary opportunities. -- Decreased number of youths engaging in high-risk behaviors.

**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	1.0	0.0	0.0	0.0
2008	1.0	0.0	0.0	0.0
2009	1.0	0.0	0.0	0.0
2010	1.0	0.0	0.0	0.0
2011	1.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

1. Recruit and train teachers, volunteers, or program assistants to support 4-H school-based clubs. 2. Agents, program assistants, volunteers, and teens will support 4-H school-based clubs by working directly with youths. 3. Series of educational experiences for youths in a school-based program or subject area. 4. National 4-H Cooperative Curriculum System, National 4-H Juried Curriculum and WV 4-H Curriculum materials. 5. Family Nutrition Program funding and materials are used extensively with school-based clubs.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Newsletters</li> </ul>

**15. Description of targeted audience**

Youths 9 to 21 – 4-H is the largest youth development program in West Virginia. More than 49,000 youth are 4-H members, and more than 6,400 adult volunteers work directly and indirectly with them.

**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	2000	19000	19000
2008	2000	2000	19200	19000
2009	2000	2000	19400	19000
2010	2000	2000	19600	19000
2011	2000	2000	19800	19000

**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**

Increase the number of youths involved in 4-H school clubs.

2007 Target: 19000  
 2008 Target: 19200  
 2009 Target: 19400  
 2010 Target: 19600  
 2011 Target: 19800

**Output Text**

Increase the number of 4-H school-based clubs available for youth.

2007 Target: 1000  
 2008 Target: 1050  
 2009 Target: 1100  
 2010 Target: 1200  
 2011 Target: 1300

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Increase the number of projects completed by youth through 4-H community club involvement.

**Outcome Type:** Medium

2007 Target: 6500  
2008 Target: 6600  
2009 Target: 6700  
2010 Target: 6800  
2011 Target: 6900

**Outcome Text**

Decrease the number of youths experiencing academic deficiencies. We do not have baseline data available yet.

**Outcome Type:** Long

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**Outcome Text**

Decrease number of youths participating in high-risk behaviors. We do not have baseline data yet.

**Outcome Type:** Long

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**20. External factors which may affect outcomes**

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

**Description**

No Child Left Behind legislation has tightened the educational standards in West Virginia. Curriculum presented in the school-based clubs must be able to clearly demonstrate that it is applicable to the standards established by the school system. West Virginia is a state of increasing poverty levels, decreasing populations, and decreasing school-aged population. Therefore, program resources are a continuous challenge.

**21. Evaluation studies planned**

- After Only (post program)
- Before-After (before and after program)
- During (during program)

**Description**

Since the school-based programs are based on a variety of subjects, it will be important to evaluate the programs individually. Program specialists working with the programs or Extension agents at the local level will evaluate the programs based on the

objectives set.

## **22. Data Collection Methods**

- Sampling
- Mail
- Telephone
- On-Site
- Structured
- Observation
- Portfolio Reviews
- Tests

### **Description**

Evaluation methods will be selected based on the subject matter. For example, nutrition programs currently being administered in the schools throughout the state are being evaluated using a pre/post assessment with youths. Other similar measures are currently being utilized.

**1. Name of the Planned Program**

4-H Charting Program

**2. Program knowledge areas**

- 806 Youth Development 100 %

**3. Program existence**

- Mature (More than five years)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

Through the 4-H Charting program, adolescents build skills in self-understanding, critical thinking, decision-making, communication, leadership, and future planning. Members complete exercises in which they explore values and personal traits, make decisions, and plan future goals. Discussion sessions and group exercises are led by trained instructors. The program usually takes the teens one or two years to complete. Upon completion, the 4-H'er receives a charting pin.

**6. Situation and priorities**

Many of West Virginia's children live in poverty. Of the 402,393 children in West Virginia, 97,781 or 24.3% live in poverty. Only four states have percentages higher in the nation. Kids Count data on key indicators of child well-being reports that 50.2% of the children in West Virginia live in low-income families. Many parents do not have jobs that enable them to provide even the most basic needs for their children. For example, 56% of West Virginia's children live with parents who do not have full-time, year-round employment. The unemployment rate in the entire state is 4.9%. West Virginia has many isolated and rural communities. It is the second most rural state in the nation, with two-thirds of its population living in communities of less than 2,500 people. The Federal Office of Management and Budget has designated 44 of the 55 counties in the state as non-metropolitan. West Virginia's population is spread across a much larger territory than other states especially in the eastern section of the United States. Many youth throughout West Virginia have little access to programs to assist them in understanding who they are. Through the 4-H charting program, adolescents build skills that impact their future and help them discover their own strengths. Self-discovery and values clarification are internal attributes that assist an individual in setting goals for the future.

**7. Assumptions made for the Program**

During 2005, over 250 youth completed the 4-H Charting program. Research recently conducted in West Virginia reveals that the Charting program is an effective tool for impacting youth. Alumni of the charting program report changes in personal efficacy, attitudes toward diversity, and ability to make decisions as a result of their participation in the 4-H Charting program.

**8. Ultimate goal(s) of this Program**

-- Give youth a tool for developing good decision making -- Maintain a 25% college rate for youth completing the 4-H Charting program

**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	1.0	0.0	0.0	0.0
2008	2.0	0.0	0.0	0.0
2009	2.0	0.0	0.0	0.0
2010	1.0	0.0	0.0	0.0
2011	1.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

-- Workshops conducted throughout the state. Monthly and during 4-H camps. -- Training workshops for Volunteer Camping Assistants and Extension professionals on effective techniques for working with charting programs. -- Program materials provided to all youthd enrollrf in charting program. -- Special recognition to youthd who satisfactorily complete the charting 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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> <li>● Demonstrations</li> <li>● Other 1 (Self-Study materials)</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> <li>● Other 1 (4-H Enrollment Materials)</li> </ul>

**15. Description of targeted audience**

Youths in ninth grade and above.

**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	40	40	400	4000
2008	40	40	400	4000
2009	40	40	400	4000
2010	40	40	400	4000
2011	40	40	400	4000

**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**

Increase the quality of the material available for the 4-H Charting Program.

2007 Target: 0  
 2008 Target: 0  
 2009 Target: 0  
 2010 Target: 0  
 2011 Target: 0

**Output Text**

Increase the number of opportunities for charting classes - monthly or at camp.

2007 Target: 40  
 2008 Target: 40  
 2009 Target: 40  
 2010 Target: 40  
 2011 Target: 40

**Output Text**

Increase the number of youths successfully completing the 4-H Charting Program

2007 Target: 250  
 2008 Target: 250  
 2009 Target: 250  
 2010 Target: 250  
 2011 Target: 250

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Increase skills in self-understanding, critical thinking, decision-making, communication, leadership and future planning of adolescents involved.

**Outcome Type:** Short

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**Outcome Text**

As a result of the program, youths will make better informed life decisions.

**Outcome Type:** Long

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**Outcome Text**

Maintain a 25% college rate for youths completing the 4-H Charting program.

**Outcome Type:** Long

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**20. External factors which may affect outcomes**

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

**Description**

West Virginia is a state of increasing poverty levels, decreasing populations, and decreasing school-age population. Therefore, program resources are a continuous challenge.

**21. Evaluation studies planned**

- Comparisons between program participants (individuals,group,organizations) and non-participants

**Description**

Currently, there is not a formal evaluation plan in place for the 4-H Charting program. However, as materials are revised, an extensive evaluation will be designed. WV's new Extension Specialist for curriculum development will be working to revise the current 4-H Charting program materials.

**22. Data Collection Methods**

- Case Study
- Observation
- Portfolio Reviews

**Description**

Evaluation methods will focus on the quality of the presentation and the value of the material presented.

**1. Name of the Planned Program**

Homeowner Horticulture

**2. Program knowledge areas**

- 111 Conservation and Efficient Use of Water 20 %
- 211 Insects, Mites, and Other Arthropods Affecting Plants 7 %
- 102 Soil, Plant, Water, Nutrient Relationships 20 %
- 205 Plant Management Systems 7 %
- 215 Biological Control of Pests Affecting Plants 7 %
- 213 Weeds Affecting Plants 7 %
- 216 Plant Management Systems 7 %
- 206 Basic Plant Biology 7 %
- 504 Home and Commercial Food Service 11 %
- 212 Pathogens and Nematodes Affecting Plants 7 %

**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 educates the homeowner on the best way to care for their property and the environment. Homeowners continue to ask questions about how to best manage their property and the environment.

**6. Situation and priorities**

Homeowners need current and correct information about how to best care for their property and their environmental community.

**7. Assumptions made for the Program**

Education is available for homeowners.

**8. Ultimate goal(s) of this Program**

Homeowners will use fewer pesticides and take better care of their property and environment.

**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	3.5	0.0	0.0	0.0
2008	3.5	0.0	0.0	0.0
2009	3.7	0.0	0.0	0.0
2010	4.0	0.0	0.0	0.0
2011	4.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

-- Personal contacts via telephone, home visits, or community events. -- Training and workshops. -- Evaluation results of publications and workshops.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> <li>● Demonstrations</li> <li>● Other 1 (Home and Garden shows/events)</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> <li>● TV Media Programs</li> <li>● Other 1 (Newspapers)</li> <li>● Other 2 (Publications)</li> </ul>

**15. Description of targeted audience**

Adults who own property or live in a community.

**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	15053	2350000	0	0
2008	15000	1700000	0	0
2009	16000	1800000	0	0
2010	17000	1800000	0	0
2011	18000	1800000	0	0

**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**

Write and distribute garden calendars.

2007 Target: 55000  
 2008 Target: 55000  
 2009 Target: 55000  
 2010 Target: 55000  
 2011 Target: 55000

**Output Text**

Distribute publications via office and Web site.

2007 Target: 15000  
 2008 Target: 15000  
 2009 Target: 15000  
 2010 Target: 15000  
 2011 Target: 15000

**Output Text**

TV and other media programs with 5,000+ audiences

2007 Target: 470  
 2008 Target: 360  
 2009 Target: 360  
 2010 Target: 360  
 2011 Target: 360

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Increase homeowners' knowledge of sustainable horticulture.

**Outcome Type:** Short

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**Outcome Text**

Homeowner property values will increase.

**Outcome Type:** Long

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**Outcome Text**

Yard waste in landfills will decrease.

**Outcome Type:** Medium

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**20. External factors which may affect outcomes**

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

**Description**

Staffing changes within Extension. WV Economy downturns.

**21. Evaluation studies planned**

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

**Description**

{NO DATA ENTERED}

**22. Data Collection Methods**

- Whole population
- On-Site
- Structured
- Observation

**Description**

{NO DATA ENTERED}



**1. Name of the Planned Program**

Master Gardener

**2. Program knowledge areas**

- 102 Soil, Plant, Water, Nutrient Relationships 30 %
- 213 Weeds Affecting Plants 5 %
- 211 Insects, Mites, and Other Arthropods Affecting Plants 5 %
- 215 Biological Control of Pests Affecting Plants 5 %
- 216 Integrated Pest Management Systems 5 %
- 212 Pathogens and Nematodes Affecting Plants 5 %
- 802 Human Development and Family Well-Being 30 %
- 806 Youth Development 5 %
- 206 Basic Plant Biology 5 %
- 205 Plant Management Systems 5 %

**3. Program existence**

- Mature (More than five years)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

Train adults about horticulture so they can provide volunteer service to their community. Adults are asking to be trained as Master Gardeners so they can provide service to their community.

**6. Situation and priorities**

Adults trained as Master Gardeners. Volunteer development is 30% of this program, but that choice isn't available in the knowledge areas. This program deals with Master Gardener retention, volunteer development. Master Gardeners and their communities have a stake in this program.

**7. Assumptions made for the Program**

Adults can be trained as Master Gardeners who will benefit their communities. Information and expertise exist in this state.

**8. Ultimate goal(s) of this Program**

Adults will continue to provide volunteer service to improve their communities.

**9. Scope of Program**

- 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	3.0	0.0	0.0	0.0
2008	3.0	0.0	0.0	0.0
2009	3.5	0.0	0.0	0.0
2010	3.5	0.0	0.0	0.0
2011	4.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

-- 30 hours of MG classes for every trained MG. -- Evaluate MG programs. -- Manage volunteer activities and recognize their service. -- Leadership development and other advanced MG 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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> <li>● Demonstrations</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> <li>● Web sites</li> <li>● Other 1 (electronic mailing lists)</li> <li>● Other 2 (newspapers)</li> </ul>

**15. Description of targeted audience**

Adults with an interest in horticulture and serving their community.

**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	14000	5000	2500	0
2008	15000	0	2600	0
2009	16000	0	2700	0
2010	17000	0	2800	0
2011	18000	0	2900	0

**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**

Increased participation in advanced MG training.

2007 Target: 300  
 2008 Target: 400  
 2009 Target: 500  
 2010 Target: 600  
 2011 Target: 700

**Output Text**

Increased participation in leadership development training.

2007 Target: 100  
 2008 Target: 0  
 2009 Target: 0  
 2010 Target: 0  
 2011 Target: 0

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

MG participant has increased horticultural knowledge.

**Outcome Type:** Short

2007 Target: 0  
 2008 Target: 0  
 2009 Target: 0  
 2010 Target: 0  
 2011 Target: 0

**Outcome Text**

Increase in number of MG recognized for their volunteer work.

**Outcome Type:** Medium

2007 Target: 50  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**Outcome Text**

Increased retention of active MGs.

**Outcome Type:** Medium

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**Outcome Text**

Trained MGs will teach the public to use pesticides and fertilizers more responsibly to protect the environment.

**Outcome Type:** Long

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**20. External factors which may affect outcomes**

- Appropriations changes
- Competing Programatic Challenges

**Description**

Extension staffing changes. Funding changes.

**21. Evaluation studies planned**

- After Only (post program)
- Before-After (before and after program)
- During (during program)

**Description**

State wide pre and post tests. Class/workshop evaluations.

**22. Data Collection Methods**

- Sampling
- On-Site
- Observation
- Tests

**Description**

State MG test bank. Observe behavior changes.

## 1. Name of the Planned Program

4-H Special Interest Groups

## 2. Program knowledge areas

- 806 Youth Development 100 %

## 3. Program existence

- Mature (More than five years)

## 4. Program duration

- Long-Term (More than five years)

## 5. Brief summary about Planned Program

4-H special interest groups operate in local communities throughout West Virginia. Extension agents who work with 4-H are located in each of the state's 55 counties. The West Virginia 4-H program is dedicated to assisting youths develop into healthy, competent, and productive adults. More than 19,000 youths are involved in a variety of special interest programs annually. The curricula for these programs are supported by the efforts of local Extension agents and statewide Extension Specialists.

## 6. Situation and priorities

More than 19,000 youths ages 9-21 years participated in the 4-H special interest groups throughout West Virginia in 2005. This type of 4-H activity is short-term. It is classified as any activity that is under six hours in duration and includes such things as assemblies, workshops, promotional events, and information booths at fairs and festivals. 4-H special interest groups are all-inclusive. Many of West Virginia's children live in poverty. Of the 402,393 children in West Virginia, 97,781 (24.3%) live in poverty. Only four states in the nation have higher percentages. Kids Count data on key indicators of child well-being report that 50.2% of the children in West Virginia live in low-income families. Many parents do not have jobs that enable them to provide even the most basic needs for their children. For example, 56% of West Virginia's children live with parents who do not have full-time, year-round employment. The unemployment rate in the entire state is 4.9%. West Virginia has many isolated and rural communities. It is the second most rural state in the nation, with two-thirds of its population living in communities of less than 2,500 people. The Federal Office of Management and Budget has designated 44 of the 55 counties in the state as non-metropolitan. West Virginia's population is spread across a much larger territory than other states especially in the eastern section of the United States. West Virginia has many isolated and rural communities. Providing opportunities for youths is a challenge. In many isolated communities, youths are limited in the number of extra activities. Special interest groups are often the only way to reach some youths. 4-H Extension agents, volunteers, program assistants, and teens are involved in providing special interest programs.

## 7. Assumptions made for the Program

4-H special interest groups operate in local communities throughout West Virginia. Extension agents who work with 4-H are located in each of the state's 55 counties. The West Virginia 4-H program is dedicated to helping youths develop into healthy, competent and productive adults. More than 19,000 youths are involved in a variety of special interest programs annually. The curricula for these programs are supported through the efforts of local Extension agents and statewide Extension specialists.

## 8. Ultimate goal(s) of this Program

Develop youth into healthy, competent, and productive adults.

## 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	1.0	0.0	0.0	0.0
2008	1.0	0.0	0.0	0.0
2009	1.0	0.0	0.0	0.0
2010	1.0	0.0	0.0	0.0
2011	1.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

{NO DATA ENTERED}

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> <li>● TV Media Programs</li> </ul>

**15. Description of targeted audience**

{NO DATA ENTERED}

**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	0	0	0	0
2008	0	0	0	0
2009	0	0	0	0
2010	0	0	0	0
2011	0	0	0	0

**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**

Increase the number of youths involved in 4-H special interest groups.

2007 Target: 19000  
 2008 Target: 19200  
 2009 Target: 19400  
 2010 Target: 19600  
 2011 Target: 19800

**Output Text**

Increase the number of 4-H special interest groups available for youth.

2007 Target: 1000  
 2008 Target: 1050  
 2009 Target: 1100  
 2010 Target: 1200  
 2011 Target: 1300

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Increase participating youths' knowledge in subject matter covered in special interest groups.

**Outcome Type:** Medium

2007 Target: 6500  
 2008 Target: 6600  
 2009 Target: 6700  
 2010 Target: 6800  
 2011 Target: 6900

**Outcome Text**

Decrease the number of youths experiencing academic deficiencies and high-risk behaviors.

**Outcome Type:** Long

2007 Target: 0

2008 Target: 0

2009 Target: 0

2010 Target: 0

2011 Target: 0

**20. External factors which may affect outcomes**

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

**Description**

West Virginia is a state of increasing poverty levels, decreasing populations, and decreasing school-aged population. Therefore, program resources are a constant challenge.

**21. Evaluation studies planned**

- After Only (post program)
- Other

**Description**

Since the special interest programs are based on a variety of subjects and of short duration, little time will be spent on evaluating their impact. However, evaluation will be conducted on the quality of the presentation and the value of the material to the learner.

**22. Data Collection Methods**

- Sampling

**Description**

Evaluation methods will focus on the quality of the presentation and the value of the material presented.



### 1. Name of the Planned Program

4-H Healthy Lifestyles Program

### 2. Program knowledge areas

- 806 Youth Development 100 %

### 3. Program existence

- Intermediate (One to five years)

### 4. Program duration

- Long-Term (More than five years)

### 5. Brief summary about Planned Program

The 4-H Healthy Lifestyles program utilizes strategies that have been researched and proven effective with the current Family Nutrition Program. Strategies such as CARDIAC Challenge, CARDIAC Fun and a Health Officer in every 4-H club across the state will help youths develop healthy eating habits and engage in regular physical activity. Healthy eating and regular physical activity can lower the risk of becoming overweight and developing related diseases. Thirty-eight percent of West Virginia youths between the ages of 10 and 17 are categorized as being overweight or obese.

### 6. Situation and priorities

There are approximately 189,438 youths in West Virginia between the ages of 10 and 17. Of those, 68,198 can be categorized as overweight or obese. Data obtained by the Annie E. Casey Foundation show that the problem of obese and overweight youths is not an equal problem for all U.S. families. Certain states have a greater problem and West Virginia is one of them. The Kids Count organization concludes from its studies that eight states with the highest overweight and obese youths also have high rates of childhood poverty and generally score low on child well-being. West Virginia is one of those states (ranking third from the bottom), with 38% of its youths between 10 and 17 being overweight. It follows that youths with these problems are at greater risk for high cholesterol and high blood pressure, type 2 diabetes, and social and psychological problems such as stigmatization and poor self-esteem as well as higher risk for developing adult diabetes, stroke, and several types of cancer. Healthy eating and regular physical activity can lower the risk of becoming overweight and developing related diseases. Nationally, about half of all children do without sufficient daily physical activity. Many of West Virginia's children live in poverty. Of the 402,393 children in West Virginia, 97,781 (24.3%) live in poverty. Only four states have higher percentages. Kids Count data on key indicators of child well-being report that 50.2% of the children in West Virginia live in low-income families. Many parents do not have jobs that enable them to provide even the most basic needs for their children. For example, 56% of West Virginia's children live with parents who do not have full-time, year-round employment. The unemployment rate in the entire state is 4.9%. Approximately 20% of today's youths in West Virginia are more obese than youths 20 years ago, and they are 10% less physically active. Through youth healthy lifestyle programs, increasing nutrition knowledge, and physical activity, youths will enhance their physical and mental well-being. The prevalence of childhood diabetes and obesity can be reduced through lifestyle changes. This includes the adoption of health promotion practices related to nutrition, exercise, and use of tobacco products. Extension programs can play a key role in the dissemination of timely and factual information on risk-reduction strategies.

### 7. Assumptions made for the Program

4-H clubs operate in local communities throughout WV. Extension agents who work with 4-H are located in each of the 55 counties in West Virginia. The West Virginia 4-H Healthy Lifestyles program utilizes strategies that have been researched and proven effective with the current Family Nutrition Program. Strategies include CARDIAC Challenge, CARDIAC Fun, and a Health Officer in every 4-H club across the state. Research shows that even in a short-term program, youths can make healthy lifestyle changes. The Centers for Disease Control and Prevention has outlined a variety of strategies to prevent children from becoming overweight and to keep overweight children from become overweight adults. Those strategies have been incorporated into our current efforts. Policy Matters – School Health and Nutrition Policies by State is a study of social policy that assembles and presents research in a variety of areas important to a families, including a section on State School Health and Nutrition Policy.

### 8. Ultimate goal(s) of this Program

A healthier West Virginia by decreasing the prevalence of overweight and obese youth between the ages of 10 and 17.

**9. Scope of Program**

- In-State Extension
- In-State Research

**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	1.0	0.0	0.0	0.0
2008	1.0	0.0	0.0	0.0
2009	1.5	0.0	0.0	0.0
2010	1.5	0.0	0.0	0.0
2011	2.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

1. Recruit and train teachers, volunteers, or program assistants to support 4-H Family Nutrition Program groups. 2. Provide agents, program assistants, volunteers, and teens who support 4-H nutrition sessions by working directly with youths. 3. Conduct a series of educational experiences for youths in a school-based program or subject area for four to six weeks. 4. Provide Family Nutrition Program curriculum materials and specialists. 5. Provide Family Nutrition Program funding. 6. Provide training to volunteer leaders and health officers on use of the health planner and how to institutionalize the Health Officer as part of the 4-H club. 7. Health officers will guide youths in clubs through lessons related to healthy lifestyle changes.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> <li>● Demonstrations</li> <li>● Other 1 (Club materials)</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> </ul>

**15. Description of targeted audience**

Youths 9 to 21 – 4-H is the largest youth development program in West Virginia. More than 49,000 youths are 4-H members, and more than 6,400 adult volunteers work directly with them. The 4-H Healthy Lifestyle Program focuses on training health officers in every 4-H club throughout the state. Indirectly, the Health officer will reach the youths who participate in 4-H clubs.

**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	280	280	2800	2800
2008	300	300	3000	3000
2009	300	300	3200	3200
2010	350	350	3400	3400
2011	375	375	3600	3600

**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**

Increase the number of youths directly involved with the 4-H Healthy Lifestyles Program.

- 2007 Target: 2800
- 2008 Target: 3000
- 2009 Target: 3200
- 2010 Target: 3400
- 2011 Target: 3600

**Output Text**

Increase the number of volunteer leaders trained to assist with the 4-H Healthy Lifestyles Program.

- 2007 Target: 280
- 2008 Target: 300
- 2009 Target: 300
- 2010 Target: 350
- 2011 Target: 375

**Output Text**

Increase the number of collaborators working with the 4-H Healthy Lifestyles Program.

2007 Target: 200  
2008 Target: 200  
2009 Target: 200  
2010 Target: 200  
2011 Target: 200

**Output Text**

Increase development and dissemination of 4-H Healthy Lifestyles materials.

2007 Target: 4000  
2008 Target: 4500  
2009 Target: 5000  
2010 Target: 5500  
2011 Target: 6000

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Increase youths' knowledge of importance of good nutrition and increased physical activity.

**Outcome Type:** Short

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**Outcome Text**

Youths will adopt good nutrition practices and increased physical fitness and make changes in their behavior.

**Outcome Type:** Medium

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**Outcome Text**

A healthier West Virginia. A decrease in the prevalence of overweight and obese youths between the ages of 10 and 17.

**Outcome Type:** Long

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

## 20. External factors which may affect outcomes

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

### Description

Changes in the feeding programs for youths would impact the overweight and obesity rate in West Virginia including changes in school feeding and summer feeding programs. Drastic changes in the number of children living in poverty would impact this program either in a negative or positive way. West Virginia is a state of increasing poverty, decreasing populations, and decreasing school-age population. Therefore, program resources are a continuous challenge.

## 21. Evaluation studies planned

- After Only (post program)

### Description

There is a plan in place for evaluating the impact of the WV 4-H Healthy Lifestyles program. The health planner used by all 4-H club members includes an evaluation tool. The health officer is charged with gathering information for an assessment of the behavioral changes made by 4-H'ers.

## 22. Data Collection Methods

- Sampling
- Other

### Description

The evaluation methods include having the youths set monthly nutrition and physical fitness goals and then report on those. Documentation of the progress of youths will be monitored through analysis of the health planners and health officers book.

**1. Name of the Planned Program**

Experiential Education

**2. Program knowledge areas**

- 806 Youth Development 100 %

**3. Program existence**

- New (One year or less)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

The Experiential Education Team will pilot an Extension Program Team training and development project that will conduct high-performance team-building sessions. The goal of these retreat-style sessions will be to enhance the performance of each program team. We feel that we can best serve the citizens of West Virginia by enhancing the effectiveness of the program teams that work with them directly.

**6. Situation and priorities**

Youths are not engaged in learning because they are unable to connect with the subject matter. Experiential education allows youths to actively participate in learning on multiple levels and allows for different learning styles. Research indicates that by engaging students experientially their scores go up and educators' morale increases.

**7. Assumptions made for the Program**

By partnering with local county school systems, youths and educators will become excited about the programs we bring into their schools as demonstrated by the initial participants. A partnership will be fostered to become a permanent part of learning in the community.

**8. Ultimate goal(s) of this Program**

1. Yearly Program Team Retreats at Jackson's Mill to increase the effectiveness of all teams. 2. Extension Program Teams to become high-performing teams. Teams function in a manner that generates high-quality results with less time and money wasted.

**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	2.0	0.0	0.0	0.0
2008	2.0	0.0	0.0	0.0
2009	2.0	0.0	0.0	0.0
2010	2.0	0.0	0.0	0.0
2011	2.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

1. Educational outreach programs to include: ornithology, geology, water quality, soil quality, wildlife habitat conservation, orienteering, meteorology, and character education. 2. On-site programs to include: ornithology, geology, water quality, soil quality, wildlife habitat conservation, orienteering, meteorology, and character education. 3. WVU-ES program team assistance through leadership and team-building workshops.

**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"> <li>● Education Class</li> <li>● Workshop</li> </ul>	<ul style="list-style-type: none"> <li>● TV Media Programs</li> </ul>

**15. Description of targeted audience**

Primary targeted audience is Lewis County youths between third and eighth grades who attend traditional and nontraditional schools .

**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	1500	600	1500
2008	600	1500	600	1500
2009	900	1500	600	1500
2010	1000	1500	600	1500
2011	0	0	0	0

**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**

Educational programs with every third- to eighth-grade student in the Lewis county school system.

- 2007 Target: 20
- 2008 Target: 40
- 2009 Target: 60
- 2010 Target: 80
- 2011 Target: 100

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

To conduct educational programs with every third- to eighth-grade student in the Lewis County school system.

**Outcome Type:** Long

- 2007 Target: 20
- 2008 Target: 40
- 2009 Target: 60
- 2010 Target: 80
- 2011 Target: 100

**20. External factors which may affect outcomes**

- Natural Disasters (drought,weather extremes,etc.)
- Economy
- Appropriations changes
- Public Policy changes
- Competing Public priorities
- Competing Programatic Challenges

**Description**

Weather affects all outdoor programming; the poor economy, continued effects from the war, and No Child Left Behind have hurt school budgets; public policy changes alter how busing is budgeted and fees paid for schools; as grant money becomes scarce, the competition is tougher.

**21. Evaluation studies planned**

- During (during program)



**Description**

Evaluations will be completed by educators at the end of sessions.

**22. Data Collection Methods**

- On-Site

**Description**

Brief questionnaire to be completed by educator.

**1. Name of the Planned Program**

WV State Annual Fire School

**2. Program knowledge areas**

- 803 Sociological and Technological Change Affecting Individuals, Families and Communities 100 %

**3. Program existence**

- Mature (More than five years)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

Provide firefighting training for all levels of firefighters. This will be the 75th Annual WV State Fire School. West Virginia University Fire Service Extension (WVU-FSE) is a leader in providing critical, high-quality training to the state's emergency responders. Firefighters serve as the first line of defense in emergencies well beyond fire and rescue operations, including chemical spills, terrorist threats, and weapons of mass destruction.

**6. Situation and priorities**

Problem: Students need specific training or classes It's a problem due to fires. The problem exists for everyone and everyone has a stake. Fire is a problem; training can help with hazardous fire situations and save lives.

**7. Assumptions made for the Program**

We know that standards exist for training and we can help students meet them with existing curriculum. Funding is and always has been an issue. RESA receives money to put on classes for free and WVU does not, and fire departments typically do not have a lot of money to spend on training. We have instructors that we train all the time who have the desired skills and abilities to do this training.

**8. Ultimate goal(s) of this Program**

All levels of firefighters in WV will be trained, thus lowering incidence of loss of life and property.

**9. Scope of Program**

- 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	0.5	0.0	0.0	0.0
2008	0.5	0.0	0.0	0.0
2009	0.5	0.0	0.0	0.0
2010	0.5	0.0	0.0	0.0
2011	0.5	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

1. Activity is the training itself, held every year, for up to 30 classes and 300 students. 2. Product is the training itself after the students are trained. 3. Event is the yearly school. 4. Service is WVUFSE putting on the 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"> <li>● Education Class</li> <li>● Workshop</li> </ul>	<ul style="list-style-type: none"> <li>● TV Media Programs</li> </ul>

**15. Description of targeted audience**

Firefighters, EMS, law enforcement, first responders. Benefits the general population.

**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	0	0	0
2008	325	0	0	0
2009	350	0	0	0
2010	375	0	0	0
2011	400	0	0	0

**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**

Trained firefighters in the fire service

2007 Target: 60  
 2008 Target: 60  
 2009 Target: 60  
 2010 Target: 60  
 2011 Target: 60

**Output Text**

Continuation of annual fire school training from basic classes to officer level.

2007 Target: 300  
 2008 Target: 325  
 2009 Target: 350  
 2010 Target: 375  
 2011 Target: 400

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Better trained leaders in fire service

**Outcome Type:** Short

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

**Outcome Text**

Better-educated firefighters create a safer environment for the general public

**Outcome Type:** Medium

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

**Outcome Text**

Integrated unified command with law enforcement and EMS

**Outcome Type:** Medium

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

**Outcome Text**

Classes count toward college credit

**Outcome Type:** Long

2007 Target: 10  
2008 Target: 20  
2009 Target: 30  
2010 Target: 40  
2011 Target: 50

**20. External factors which may affect outcomes**

- Economy
- Appropriations changes
- Government Regulations
- Competing Public priorities

**Description**

Competition for training funds and changes in regulations make it harder to complete classes. Changes in government regulations make it harder to reach national consensus standard. Competing with RESA , which gets money to conduct free classes. Grants becoming harder to secure.

**21. Evaluation studies planned**

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

**Description**

Pre- and post-tests and successful completion of practicals

**22. Data Collection Methods**

- On-Site
- Observation
- Portfolio Reviews
- Tests

**Description**

Pre- and post-tests; observe scenarios; physical review of sample practice work and portfolio.

**1. Name of the Planned Program**

Aircraft Crash Rescue Firefighting Program

**2. Program knowledge areas**

- 803 Sociological and Technological Change Affecting Individuals, Families and Communities 100 %

**3. Program existence**

- Intermediate (One to five years)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

Provide aircraft crash rescue firefighting training for airport firefighters. This is required yearly by the airports. We have one of only three simulators in the country that can provide this training.

**6. Situation and priorities**

Problem is training for airport firefighters. Everyone has a stake in the program, from passengers to workers and airport employees.

**7. Assumptions made for the Program**

Our solution will work because we have the ability to do the training to national consensus standards and the prop to do the training. Airports must have this training and pay for it so the funding is secure. We have professional staff throughout the state who can help the program coordinator with the training.

**8. Ultimate goal(s) of this Program**

Provide aircraft crash rescue training for large and small airports, thereby lowering the incidence of loss of life and property.

**9. Scope of Program**

- 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	1.0	0.0	0.0	0.0
2008	1.0	0.0	0.0	0.0
2009	1.0	0.0	0.0	0.0
2010	1.0	0.0	0.0	0.0
2011	1.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

1. Activity: simulation activities on aircraft. 2. Service: providing training for airports. 3. Events: the individual training courses.

**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"> <li>● Education Class</li> </ul>	<ul style="list-style-type: none"> <li>● TV Media Programs</li> </ul>

**15. Description of targeted audience**

Firefighters, first responders, EMS, airport personnel.

**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	1500	0	0	0
2008	1725	0	0	0
2009	1850	0	0	0
2010	2000	0	0	0
2011	2150	0	0	0

**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**

Educate/training smaller airports that do not require it.

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

**Output Text**

Educate airport managers about importance of training

2007 Target: 5  
 2008 Target: 7  
 2009 Target: 9  
 2010 Target: 11  
 2011 Target: 13

**Output Text**

Train mutual air FD's about how to operate on airport fire scene

2007 Target: 10  
 2008 Target: 15  
 2009 Target: 20  
 2010 Target: 25  
 2011 Target: 30

**Output Text**

Continue training for airport personnel

2007 Target: 1500  
 2008 Target: 1725  
 2009 Target: 1850  
 2010 Target: 2000  
 2011 Target: 2150



## Outcomes for the Program

### 19. Outcome measures

#### Outcome Text: Awareness created

##### Outcome Text

Better trained leaders in fire service

##### Outcome Type: Short

2007 Target: 20

2008 Target: 25

2009 Target: 30

2010 Target: 35

2011 Target: 40

##### Outcome Text

Integrate with law enforcement and mutual aid depts. that may have to be at the scene of an aircraft fire.

##### Outcome Type: Short

2007 Target: 10

2008 Target: 15

2009 Target: 20

2010 Target: 25

2011 Target: 30

##### Outcome Text

Lives saved at the scene of an aircraft fire.

##### Outcome Type: Long

2007 Target: 0

2008 Target: 0

2009 Target: 0

2010 Target: 0

2011 Target: 0

### 20. External factors which may affect outcomes

- Economy
- Government Regulations

#### Description

Funding must be available to have training. Must be done in weather that is conducive to fire training.

### 21. Evaluation studies planned

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

#### Description

Discussion

## 22. Data Collection Methods

- Case Study
- Observation
- Portfolio Reviews
- Other

### Description

Discussion as training is taking place. Practical hands-on training. Observation

**1. Name of the Planned Program**

Forestry Logging and Milling

**2. Program knowledge areas**

- 602 Business Management, Finance, and Taxation 5 %
- 605 Natural Resource and Environmental Economics 5 %
- 123 Management and Sustainability of Forest Resources 80 %
- 112 Watershed Protection and Management 5 %
- 402 Engineering Systems and Equipment 5 %

**3. Program existence**

- Mature (More than five years)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

Planned programs in forest operations and logging serve the training and development needs of those involved with the forest industry in West Virginia. This is one of the planned programs as this industry is very large, widespread, and often relatively unrefined in its practice, providing excellent opportunities to continue to develop and improve this sector of the state's economy.

**6. Situation and priorities**

What is the problem or issue? There are many problems surrounding timbering in the areas of environmental impacts, safety, economic sustainability, and productivity. Why is this a problem? These are problems because of difficult environmental conditions, intense competition, low operating margins, poor education about alternative methods, and a general resistance to change. For whom does this problem exist? Loggers, lumber mills, government land managers, policy-makers, and nonindustrial private forest land owners.

**7. Assumptions made for the Program**

Best practices are identified and are even legally binding in WV. Parties involved in timbering can improve environmental, economic, and social performance to match or exceed that of other states.

**8. Ultimate goal(s) of this Program**

The ultimate goal of the program is to develop and improve the forest economy and use of WV's forests and land resources in a sustainable and responsible manner.

**9. Scope of Program**

- 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	1.0	0.0	0.0	0.0
2008	1.0	0.0	0.0	0.0
2009	1.0	0.0	0.0	0.0
2010	1.0	0.0	0.0	0.0
2011	1.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

- Workshops: to present, train, review, and implement new information and techniques to participants. -- Newsletters: general information presented to larger audiences in order to notify readers of research, workshops, technologies that can benefit them.
- Reports: Research-driven information that provides methodologies, techniques, data sources, or other information to readers.
- Direct Contact: Both on-site and off-site collaboration with practitioners to develop alternative solutions to problems, difficult situations, or business

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> <li>● Demonstrations</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> <li>● Other 1 (survey reports)</li> </ul>

**15. Description of targeted audience**

Loggers and Timber Processors are the primary target. This group is predominantly male, and many have a family history of involvement in the timber industry.

**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	2000	30	100
2008	350	2200	60	100
2009	400	2400	80	100
2010	400	2400	100	100
2011	400	2400	100	100

**17. (Standard Research Target) Number of Patents**

Expected Patents	
Year	Target
2007	0
2008	0
2009	1
2010	0
2011	0

**18. Output measures**

**Output Text**

BMP workshops and presentations.

2007 Target: 240  
 2008 Target: 280  
 2009 Target: 320  
 2010 Target: 320  
 2011 Target: 320

**Output Text**

Workshops and reports on alternative logging systems.

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

**Output Text**

Business Management for Loggers workshops

2007 Target: 80  
 2008 Target: 80  
 2009 Target: 80  
 2010 Target: 80  
 2011 Target: 80

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Increased knowledge of BMP requirements and why they are required (80% of adult participants will increase knowledge).

**Outcome Type:** Short

2007 Target: 240  
2008 Target: 280  
2009 Target: 320  
2010 Target: 320  
2011 Target: 320

**Outcome Text**

Increased application of BMP on forest operations by participants.

**Outcome Type:** Medium

2007 Target: 30  
2008 Target: 40  
2009 Target: 50  
2010 Target: 50  
2011 Target: 50

**Outcome Text**

80% of participants will have increased knowledge of alternative harvesting systems and where they are appropriate.

**Outcome Type:** Short

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

**Outcome Text**

10% of participants will try a new harvest system component in their operations.

**Outcome Type:** Medium

2007 Target: 10  
2008 Target: 15  
2009 Target: 20  
2010 Target: 20  
2011 Target: 20

**20. External factors which may affect outcomes**

- Economy
- Appropriations changes
- Government Regulations

**Description**

The economy is one of the largest factors in the timber industry, as the value of the logs dictates the investment that can be made in the harvesting.

**21. Evaluation studies planned**

- After Only (post program)
- Before-After (before and after program)
- Comparison between locales where the program operates and sites without program intervention

**Description**

Research studies help identify levels of BMP compliance, and pre- and post-program evaluations will provide specific feedback about the programs.

**22. Data Collection Methods**

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

**Description**

Most evaluations will use survey and observation techniques to assess the success of the offered programs. In most cases, this will include the whole population.

### 1. Name of the Planned Program

Global Education Task Force/Team

### 2. Program knowledge areas

- 704 Nutrition and Hunger in the Population 5 %
- 606 International Trade and Development 5 %
- 806 Youth Development 50 %
- 611 Foreign Policy and Programs 5 %
- 802 Human Development and Family Well-Being 10 %
- 805 Community Institutions, Health, and Social Services 25 %

### 3. Program existence

- Intermediate (One to five years)

### 4. Program duration

- Long-Term (More than five years)

### 5. Brief summary about Planned Program

WVU Extension's responsibility is to help West Virginians become globally aware. This means seeing and understanding that the U.S., West Virginia, and our citizens are part of the global dimension and not separate from it. Our mission needs to incorporate the requirements of a changing environment, one that is now characterized by global interrelationships and increasing cultural diversity. The global education program will provide Extension personnel and youths with the opportunity to become involved in global education programs. Also, we are strengthening local county Extension programs by helping faculty and staff expand their sensitivity to other cultures and apply their knowledge of other Extension approaches to local problems. This requires greater involvement by Extension clientele in international programs in order to increase their comprehension of how international understanding affects their daily lives.

### 6. Situation and priorities

The W.K. Kellogg Commission's concept of the "engaged institution" requires land-grant educators to see community in the context of the global village. WVU Extension's responsibility is to help West Virginians become globally aware. This means seeing and understanding that the U.S., West Virginia, and our citizens are part of the global dimension and not separate from it. Our mission needs to incorporate the requirements of a changing environment, one that is now characterized by global interrelationships and increasing cultural diversity.

### 7. Assumptions made for the Program

The NASULGC Strategic Vision Statement is predicated on an understanding that: ... (L)and-grant institutions need to reorient their mission to incorporate the requirements of a changing environment, one that is now characterized by a global web of interrelationships and an increasing degree of intimacy with cultural diversity. This will require us to fundamentally rethink the place and nature of international programs in our institutions. (NASULGC, 2000, p. 4) Is the need for international Extension programming central to the Extension mission? Absolutely!

### 8. Ultimate goal(s) of this Program

A skilled and flexible Extension organization that is better prepared to respond to the needs of communities, businesses, workforce, farmers, children, youths, and families affected by cultural diversity and global interdependence. Strengthened core values of social justice among Extension faculty, staff, and volunteers that contribute to development and delivery of programs that are more inclusive of and more welcoming to nontraditional audiences.

### 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	0.5	0.0	0.0	0.0
2008	0.5	0.0	0.0	0.0
2009	0.5	0.0	0.0	0.0
2010	1.0	0.0	0.0	0.0
2011	1.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

-- IFYE exchange, newsletters, and statewide tour targeting WVU 4-H alumni, and 4-H members, Extension faculty & staff, educators, and students throughout the state. -- Scholarship recipients engage in summer tour & prepare country leaflets and lesson plans for CEOS members and families and their network, Extension faculty. --Global education service learning projects, in U.S. and abroad, involve 4-H youths, faculty, staff, and volunteers.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> <li>● Demonstrations</li> <li>● Other 2 (international travel &amp; exchange)</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Other 1 (email updates)</li> <li>● Other 2 (resource guidebook)</li> </ul>

**15. Description of targeted audience**

Extension faculty, staff, students, and volunteers.

**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	500	1000	1000	10000
2008	750	1500	1500	10000
2009	1000	2000	1750	12000
2010	1250	2500	2000	15000
2011	1500	3000	2500	20000

**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**

Increase in number of WV students completing global education service learning projects, in U.S. and abroad.

2007 Target: 20  
 2008 Target: 30  
 2009 Target: 40  
 2010 Target: 50  
 2011 Target: 75

**Output Text**

Increase in number who will be made aware of international issues through IFYE exchange, newsletters, and statewide tour.

2007 Target: 11000  
 2008 Target: 11500  
 2009 Target: 14000  
 2010 Target: 17500  
 2011 Target: 23000

**Output Text**

Youth and adults receiving service from global education and service learning projects.

2007 Target: 1500  
 2008 Target: 2250  
 2009 Target: 2750  
 2010 Target: 3250  
 2011 Target: 4000

## Outcomes for the Program

### 19. Outcome measures

#### Outcome Text: Awareness created

##### Outcome Text

Number of Extension faculty, staff, and volunteers who will increase their view of the importance of global education in programs, activities, and curriculum.

##### Outcome Type: Short

2007 Target: 25

2008 Target: 30

2009 Target: 40

2010 Target: 45

2011 Target: 50

##### Outcome Text

Number of Extension educators who will work in their communities to deal with global issues that affect local community economic and educational development.

##### Outcome Type: Medium

2007 Target: 25

2008 Target: 30

2009 Target: 35

2010 Target: 40

2011 Target: 50

##### Outcome Text

Number of Extension educators who will include in their Faculty Assignment Document goals related to global education for their communities

##### Outcome Type: Long

2007 Target: 25

2008 Target: 30

2009 Target: 35

2010 Target: 40

2011 Target: 50

### 20. External factors which may affect outcomes

- Economy
- Appropriations changes
- Government Regulations
- Populations changes (immigration,new cultural groupings,etc.)

#### Description

Growing Hispanic population in the state, economy more dependent on globalization, level of funding available to help support global education.

### 21. Evaluation studies planned

- Before-After (before and after program)
- During (during program)
- Time series (multiple points before and after program)
- Case Study

**Description**

A series of monitoring and evaluation activities organized to assess progress and develop insights into the evolving internationalization process. A set of impact indicators identified to document progress.

**22. Data Collection Methods**

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

**Description**

Measurement of knowledge gained and increase in program activity. A series of monitoring and evaluation activities organized to assess progress and develop insights.

**1. Name of the Planned Program**

Advanced Fire Officer Training

**2. Program knowledge areas**

- 803 Sociological and Technological Change Affecting Individuals, Families and Communities 100 %

**3. Program existence**

- Mature (More than five years)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

Provide firefighting training for advanced fire officers. West Virginia University Fire Service Extension (WVU-FSE) is a leader in providing critical, high-quality training to the state's emergency responders. WVU programs meet national professional consensus standards.

**6. Situation and priorities**

Problem: Need for leadership and management training. Why: Traditional type of teaching hasn't worked; this advanced training needs to be integrated as part of the job. Who: Fire officers mid- and upper-level management in fire serve. Stake: Everyone. Know: Fire exists; training is necessary to help combat it

**7. Assumptions made for the Program**

Training works to improve skills. Better management with communication. Fewer people hurt. Better communication. Better leadership in the community.

**8. Ultimate goal(s) of this Program**

Provide advanced-level fire officer training; lower the incidence of loss of life and property.

**9. Scope of Program**

- 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	1.5	0.0	0.0	0.0
2008	1.5	0.0	0.0	0.0
2009	1.5	0.0	0.0	0.0
2010	1.5	0.0	0.0	0.0
2011	1.5	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

Activity: class. Service: to community, better management, save lives. Events: seminars, classes. Products: better training personnel.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> </ul>

**15. Description of targeted audience**

Firefighters, officers, upper management in the fire service

**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	0	0	0
2008	225	0	0	0
2009	250	0	0	0
2010	275	0	0	0
2011	300	0	0	0

**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**

State

2007 Target: 40  
 2008 Target: 40  
 2009 Target: 40  
 2010 Target: 40  
 2011 Target: 40

**Output Text**

Integrate new EMS and law enforcement personnel into training

2007 Target: 40  
 2008 Target: 40  
 2009 Target: 40  
 2010 Target: 40  
 2011 Target: 40

**Output Text**

Integrate new city government and private sector into the program

2007 Target: 40  
 2008 Target: 40  
 2009 Target: 40  
 2010 Target: 40  
 2011 Target: 40

**Output Text**

Continue Advanced Fire Officer training

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

## Outcomes for the Program

### 19. Outcome measures

#### Outcome Text: Awareness created

##### Outcome Text

Better trained new leaders in fire service.

##### Outcome Type: Short

2007 Target: 10

2008 Target: 15

2009 Target: 20

2010 Target: 25

2011 Target: 30

##### Outcome Text

Better educated new government leaders about the fire service.

##### Outcome Type: Medium

2007 Target: 20

2008 Target: 25

2009 Target: 30

2010 Target: 35

2011 Target: 40

##### Outcome Text

Integrated unified command with new law enforcement and EMS.

##### Outcome Type: Medium

2007 Target: 10

2008 Target: 20

2009 Target: 30

2010 Target: 40

2011 Target: 50

##### Outcome Text

Trainees will use credits they receive toward an advanced degree.

##### Outcome Type: Long

2007 Target: 5

2008 Target: 10

2009 Target: 15

2010 Target: 20

2011 Target: 25

### 20. External factors which may affect outcomes

- Economy
- Appropriations changes
- Competing Public priorities



**Description**

Money needs to be available for training. Training must be made a priority but may not be the primary focus of some departments. Changes in standards.

**21. Evaluation studies planned**

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

**Description**

Pre- and post-test. Long-term: way situations are handled in the fire service.

**22. Data Collection Methods**

- Observation
- Portfolio Reviews

**Description**

Pre- and post-tests written to current level of training. Observe scenarios. Physical review of sample practice work and portfolio

### 1. Name of the Planned Program

Independent Retail Assessment (IRAP)

### 2. Program knowledge areas

- 608 Community Resource Planning and Development 10 %
- 602 Business Management, Finance, and Taxation 5 %
- 604 Marketing and Distribution Practices 5 %
- 607 Consumer Economics 80 %

### 3. Program existence

- New (One year or less)

### 4. Program duration

- Long-Term (More than five years)

### 5. Brief summary about Planned Program

The Independent Retail Assessment Program (IRAP) is one strategy for improving the competitiveness and long-term viability of independent rural retailers. The program is customer-centered, providing consumers' impressions of small businesses through an assessment of the business's displays, products, employees, and the appearance of the surrounding area. The program recommends research-based action steps to be taken by small business and communities to improve their competitiveness and business climate.

### 6. Situation and priorities

Why are consumer impressions so important? What is today's consumer looking for? How can small, rural businesses improve their competitive advantage? These are just a few of the questions and issues retailers in smaller, rural trade centers have faced during the past several decades due to the relative decline of the rural, independent retail sector. Consumers have been attracted to regional malls and "big box" retailers by high-quality promotion, a wide selection of merchandise, discount prices, and ample parking close to their destination. More recently, consumers have been attracted to e-commerce on the Internet because it is a convenient way to buy products. The viability of local retail business and the attraction of new retail business to downtown locations have become a pressing problem for many communities, local officials, and community/economic development practitioners. Not only are these trends problematic for the economic base of rural communities, but many would argue these problems also begin to weaken local culture and community vibrancy.

### 7. Assumptions made for the Program

The Independent Retail Assessment Program (IRAP) is one strategy for improving the competitiveness and long-term viability of independent rural retailers. The program is customer-centered, providing consumers' impressions of small businesses through an assessment of the business's displays, products, and employees and the appearance of the surrounding area. The program recommends research-based action steps to be taken by small business and communities to improve their competitiveness and business climate.

### 8. Ultimate goal(s) of this Program

Small businesses and communities in WV will improve their competitiveness and business climate.

### 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	1.0	0.0	0.0	0.0
2008	1.0	0.0	0.0	0.0
2009	1.0	0.0	0.0	0.0
2010	1.0	0.0	0.0	0.0
2011	1.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

1. Conduct the program in 1 community per year. 2. Recruit 10 volunteer visitors per community (N= 10). 3. Conduct the community visit. 4. Write a visitors' report. 5. Collect reports and photos from all volunteer visitors. 6. Write a summary report. 7. Develop separate presentations of program findings for the community and for individual businesses. 8. Present the findings. 9. Evaluate 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"> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> </ul>

**15. Description of targeted audience**

This program is directed toward small, independent retailers; elected officials; community leaders; and community residents.

**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	20	0	0	100
2008	20	0	0	100
2009	30	0	0	100
2010	30	0	0	100
2011	30	0	0	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**

Workshops

2007 Target: 1  
 2008 Target: 1  
 2009 Target: 1  
 2010 Target: 1  
 2011 Target: 1

**Output Text**

Dissemination of program results

2007 Target: 1  
 2008 Target: 1  
 2009 Target: 1  
 2010 Target: 1  
 2011 Target: 1

**Output Text**

Development of a set of recommendations to help a small business become more competitive.

2007 Target: 1  
 2008 Target: 1  
 2009 Target: 1  
 2010 Target: 1  
 2011 Target: 1

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Local independent retailers gain increased awareness of their business' strengths and weaknesses from the perspective of the consumer.

**Outcome Type:** Short

2007 Target: 15  
2008 Target: 15  
2009 Target: 20  
2010 Target: 20  
2011 Target: 20

**Outcome Text**

Independent retailers gain increased knowledge of potential strategies to enhance their business' strengths and improve weaknesses.

**Outcome Type:** Short

2007 Target: 15  
2008 Target: 15  
2009 Target: 20  
2010 Target: 20  
2011 Target: 20

**Outcome Text**

Increased contact with small, independent retailers; community-based organizations; and elected officials.

**Outcome Type:** Short

2007 Target: 50  
2008 Target: 50  
2009 Target: 50  
2010 Target: 50  
2011 Target: 50

**Outcome Text**

Businesses share the program findings with other small businesses, elected officials, and stakeholders in the community.

**Outcome Type:** Medium

2007 Target: 4  
2008 Target: 8  
2009 Target: 10  
2010 Target: 10  
2011 Target: 10

**Outcome Text**

Community-based organization develops a set of action plans to initiate change projects in the community.

**Outcome Type:** Medium

2007 Target: 1  
2008 Target: 1  
2009 Target: 1  
2010 Target: 1  
2011 Target: 1

**Outcome Text**

Other communities hear about the positive benefits of the program and complete a program application.

**Outcome Type:** Medium

2007 Target: 1  
2008 Target: 1  
2009 Target: 1  
2010 Target: 2  
2011 Target: 2

**Outcome Text**

Action plans are completed by community members, resulting in the improvement of the appearance of the community's retail/business district.

**Outcome Type:** Long

2007 Target: 1  
2008 Target: 1  
2009 Target: 1  
2010 Target: 1  
2011 Target: 1

**Outcome Text**

Residents are actively involved in community projects.

**Outcome Type:** Long

2007 Target: 25  
2008 Target: 25  
2009 Target: 25  
2010 Target: 25  
2011 Target: 25

**Outcome Text**

Businesses are aware of retail trends and best practices and are constantly making strategic adjustments in their business plans to remain competitive.

**Outcome Type:** Long

2007 Target: 4  
2008 Target: 8  
2009 Target: 12  
2010 Target: 16  
2011 Target: 20

**Outcome Text**

Residents and community-based organizations are committed to supporting long-term community and economic development efforts, focused work, and broad community participation.

**Outcome Type:** Long

2007 Target: 25  
2008 Target: 25  
2009 Target: 25  
2010 Target: 25  
2011 Target: 25

**Outcome Text**

The community has formed strong public-private partnerships dedicated to constant community development programs and projects.

**Outcome Type:** Long

2007 Target: 1

2008 Target: 1

2009 Target: 1

2010 Target: 1

2011 Target: 1

**20. External factors which may affect outcomes**

- Economy
- Appropriations changes
- Government Regulations
- Competing Public priorities
- Competing Programmatic Challenges
- Populations changes (immigration,new cultural groupings,etc.)

**Description**

Changes in community demographics and the economy at the local, regional, and national scales will have an impact on the competitiveness of small businesses as well as access to the needed resources to effect change.

**21. Evaluation studies planned**

- After Only (post program)
- Case Study

**Description**

It is necessary to get as much feedback as possible to make improvements to the program. A comprehensive program evaluation of past participants in the First Impressions Program is planned every five years.

**22. Data Collection Methods**

- Whole population
- Mail
- Telephone

**Description**

As components of a comprehensive program evaluation, two separate surveys will be designed to gather information regarding the process and impact of the program. A Business Survey will be designed to review the program and describe their perceptions of the program process, outcome, and impact from the small business perspective. Additionally, a Community Survey will be designed to review the IRAP and describe the perceptions of the program process, outcome, and impact from the community's perspective.

**1. Name of the Planned Program**

First Impressions

**2. Program knowledge areas**

- 608 Community Resource Planning and Development 60 %
- 805 Community Institutions, Health, and Social Services 20 %
- 803 Sociological and Technological Change Affecting Individuals, Families and Communities 20 %

**3. Program existence**

- Mature (More than five years)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

The program is research-based and uses “amenities” approach to community and economic development. The program provides a mechanism for helping communities prioritize community appearance/aesthetics issues, raises local awareness, and leads to community action. The program is also effective for helping communities leverage other resources (programs and grants).

**6. Situation and priorities**

The appearance and aesthetics of many West Virginia communities have suffered as a result of the restructuring of the economy during the past 40 years. Across West Virginia, communities are striving to sustain, improve, and expand their essential components in an effort to become more attractive and desirable places to live and work. Immersed in their own set of local issues, communities often attempt to improve themselves in a haphazard way with very little outside evaluation. Often, this sort of approach overlooks real problems and opportunities. Improving the physical appearance and aesthetics of a community or downtown area involves creating a positive first impression and visual message about what a place has to offer.

**7. Assumptions made for the Program**

The program is research-based and uses “amenities” approach to community and economic development. The program provides a mechanism for helping communities prioritize community appearance/aesthetics issues, raises local awareness, and leads to community action. The program is also effective for helping communities leverage other resources (programs and grants).

**8. Ultimate goal(s) of this Program**

WV community members will work together and improve community appearance and aesthetics.

**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	1.0	0.0	0.0	0.0
2008	1.0	0.0	0.0	0.0
2009	1.0	0.0	0.0	0.0
2010	1.0	0.0	0.0	0.0
2011	1.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

1. Recruit volunteer visitors per community (N= 30). 2. Conduct the community visits. 3. Collect reports and photos from all volunteer visitors and write a summary report. 4. Present the findings and conduct an action planning exercise during a community meeting.

**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"> <li>● Workshop</li> <li>● Group Discussion</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> </ul>

**15. Description of targeted audience**

This program is directed toward local community-based organizations, elected officials, community leaders, and community residents.

**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	150	20	0	400
2008	150	20	0	400
2009	150	20	0	400
2010	150	20	0	400
2011	150	20	0	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**

Workshops

2007 Target: 4  
 2008 Target: 4  
 2009 Target: 4  
 2010 Target: 4  
 2011 Target: 4

**Output Text**

Dissemination of program results

2007 Target: 4  
 2008 Target: 4  
 2009 Target: 4  
 2010 Target: 4  
 2011 Target: 4

**Output Text**

Adaptation of basic program model to fit specific needs of community

2007 Target: 1  
 2008 Target: 1  
 2009 Target: 1  
 2010 Target: 1  
 2011 Target: 1

**Output Text**

Development of a set of recommendations to help a community improve itself

2007 Target: 4  
 2008 Target: 4  
 2009 Target: 4  
 2010 Target: 4  
 2011 Target: 4

## Outcomes for the Program

### 19. Outcome measures

#### Outcome Text: Awareness created

##### Outcome Text

Local residents gain increased awareness of their community's strengths and weaknesses from the perspective of a first-time visitor.

##### Outcome Type: Short

2007 Target: 200

2008 Target: 200

2009 Target: 200

2010 Target: 200

2011 Target: 200

##### Outcome Text

Local residents gain increased knowledge of potential strategies to enhance their community's strengths and improving weaknesses.

##### Outcome Type: Short

2007 Target: 200

2008 Target: 200

2009 Target: 200

2010 Target: 200

2011 Target: 200

##### Outcome Text

The program promotes increased contact with stakeholders, community-based organizations, and elected officials.

##### Outcome Type: Short

2007 Target: 50

2008 Target: 50

2009 Target: 50

2010 Target: 50

2011 Target: 50

##### Outcome Text

Community-based organization publicizes the program findings with other groups, elected officials, and stakeholders in the community.

##### Outcome Type: Medium

2007 Target: 4

2008 Target: 8

2009 Target: 12

2010 Target: 12

2011 Target: 12

##### Outcome Text

Community-based organization develops a set of action plans to initiate change projects in the community.

**Outcome Type:** Medium

2007 Target: 4  
2008 Target: 8  
2009 Target: 12  
2010 Target: 12  
2011 Target: 12

**Outcome Text**

Other communities hear about the positive benefits of the program and complete a program application.

**Outcome Type:** Medium

2007 Target: 4  
2008 Target: 4  
2009 Target: 4  
2010 Target: 4  
2011 Target: 4

**Outcome Text**

Action plans are completed by community members resulting in the improvement of the community's appearance.

**Outcome Type:** Long

2007 Target: 4  
2008 Target: 8  
2009 Target: 12  
2010 Target: 12  
2011 Target: 12

**Outcome Text**

Residents are actively involved in community projects.

**Outcome Type:** Long

2007 Target: 4  
2008 Target: 8  
2009 Target: 12  
2010 Target: 16  
2011 Target: 20

**Outcome Text**

Residents and community-based organizations are committed to supporting long-term community and economic development efforts, focused work, and broad community participation.

**Outcome Type:** Long

2007 Target: 4  
2008 Target: 8  
2009 Target: 12  
2010 Target: 16  
2011 Target: 20

**Outcome Text**

The community has formed strong public-private partnerships dedicated to constant community development programs and projects.

**Outcome Type:** Long

2007 Target: 4  
2008 Target: 8  
2009 Target: 12  
2010 Target: 16  
2011 Target: 20

**20. External factors which may affect outcomes**

- Economy
- Appropriations changes
- Government Regulations
- Competing Public priorities
- Competing Programmatic Challenges
- Populations changes (immigration,new cultural groupings,etc.)

**Description**

Changes in community demographics and the economy at the local, regional, and national scales will have an impact on access to the needed resources to effect change. Communities rely on a revolving, intergenerational pool of energetic volunteers to carry out community development efforts. Changing demographics can have a significant impact on a community's success with these efforts. In addition, when the economy is stagnant or in decline, resources become scarce, and priorities shift. This situation can result in increased competition for dollars, loss of public priority for programs and projects, unfinished projects, and increased competition within service providers.

**21. Evaluation studies planned**

- After Only (post program)
- Case Study

**Description**

It is necessary to get as much feedback as possible to make improvements to the program. A comprehensive program evaluation of past participants in the First Impressions Program is planned every five years.

**22. Data Collection Methods**

- Whole population
- Mail
- Telephone

**Description**

As components of a comprehensive program evaluation, two separate surveys will be designed to gather information regarding the process and impact of the program. A Volunteer Visitor Survey will be designed to review the program process related to the visitors and their experiences. Visitors will be asked to rank various aspects of the First Impressions program and describe their perceptions of the process, the visitor's manual, and overall task. Additionally, a Community Survey will be designed to review the First Impressions program and describe their perceptions of the program process, outcome, and impact from the community's perspective.

## 1. Name of the Planned Program

4-H Youth Leadership

## 2. Program knowledge areas

- 806 Youth Development 100 %

## 3. Program existence

- Mature (More than five years)

## 4. Program duration

- Long-Term (More than five years)

## 5. Brief summary about Planned Program

4-H Teen Leadership programs allow teens to expand their abilities and practice leadership. Teens serve as mentors, junior camp counselors, and helpers for the volunteer leaders in community clubs. Teen leadership provides opportunities for teens to be involved in structured one-on-one relationships with both their peers and younger youths as well as work with youths in groups at summer residential camps and day camps. Many of the teens complete the 4-H Teen Leadership project as a part of their experiences as well as complete community service projects.

## 6. Situation and priorities

Youth Leadership involves young people and adults working together to create positive changes in their communities and lives. Extension's programs provide youth with leadership skills. Building on real-world problems, the curriculum and training programs are evidence-based and enable youths and adults to change in change while promoting best practices in the field of youth development. Extension's youth leadership program emphasizes leadership, understanding diversity, citizenship, and personal growth. Many of West Virginia's children live in poverty. Of the 402,393 children in West Virginia, 97,781 (24.3%) live in poverty. Only four states have higher percentages. Kids Count data on key indicators of child well-being report that 50.2% of the children in West Virginia live in low-income families. Many parents do not have jobs that enable them to provide even the most basic needs for their children. For example, 56% of West Virginia's children live with parents who do not have full-time, year-round employment. The unemployment rate in the entire state is 4.9%.

## 7. Assumptions made for the Program

4-H Teen Leader Organizations are designed for middle school-age and older youths. The program focuses on developing and expanding social skills. Activities are organized to engage youths socially, to expand their ability to express themselves in social environments, and to help them help themselves actively engage with peers. Teens from the 4-H Teen Leader Organizations often serve as mentors. This provides opportunities for young people to be in ongoing, mutually beneficial, caring relationships with others that strengthen the person's resiliency to challenges in life. Teen leadership provides opportunities for structured one-on-one relationships as well as working with youths in groups at summer camps or day camps. Teens are competent and capable citizens who have an interest in their community. Many of the teens in 4-H organize and carry out community service projects to give back to their local communities. Many give back to the 4-H organization through various ways: serving as camp counselors, being a mentor for a younger child, or being a teen leader in a 4-H club and keeping the club strong and active. State-level camps are designed to involve teens in leadership development. OMC and Alpha Camps use outdoor, experiential learning, service, and leadership as major themes. The five-day residential camping experience provides ample opportunities for youth to gain skills that they can take back to their local communities and use to make a difference.

## 8. Ultimate goal(s) of this Program

-- Develop competent community leaders who make an impact on the future of West Virginia. -- Enhance program sustainability for the West Virginia University Extension Service and the WV 4-H Program.

## 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	2.0	0.0	0.0	0.0
2008	2.0	0.0	0.0	0.0
2009	2.0	0.0	0.0	0.0
2010	2.0	0.0	0.0	0.0
2011	2.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

-- Recruit and train teachers, volunteers, or program assistants to support Youth Leadership programs. -- Implement Mentoring Grant opportunities for youths as well as support additional mentoring opportunities. -- Support the development and implementation of special leadership events and activities. -- WV 4-H project materials include teen leadership projects. Encourage the completion of more teen leadership projects.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> <li>● Demonstrations</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> </ul>

**15. Description of targeted audience**

Youths 12 to 21 – 4-H is the largest youth development program in West Virginia. More than 49,000 youthd are 4-H members and more than 6,400 adult volunteers work directly with youth. Youth Leadership activities focus on youths in the seventh grade and above.

**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	130	130	1300	1300
2008	140	140	1400	1400
2009	150	150	1500	1500
2010	160	160	1600	1600
2011	170	170	1700	1700

**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**

Increase the number of youths directly involved in Youth Leadership programs.

2007 Target: 1300  
 2008 Target: 1400  
 2009 Target: 1500  
 2010 Target: 1600  
 2011 Target: 1700

**Output Text**

Increase the number of youths participating in activities that are part of the 4-H Youth Leadership programs.

2007 Target: 1300  
 2008 Target: 1400  
 2009 Target: 1500  
 2010 Target: 1600  
 2011 Target: 1700

**Output Text**

Increase the number of youths mentored through the 4-H Youth Leadership Programs.

2007 Target: 500  
 2008 Target: 600  
 2009 Target: 700  
 2010 Target: 800  
 2011 Target: 900



## Outcomes for the Program

### 19. Outcome measures

#### Outcome Text: Awareness created

##### Outcome Text

Percentage of youths participating in Youth Leadership programs who will improve leadership skills.

##### Outcome Type: Short

2007 Target: 50

2008 Target: 60

2009 Target: 70

2010 Target: 80

2011 Target: 80

##### Outcome Text

Percentage of youths involved in youth leadership activities who will practice positive leadership behaviors.

##### Outcome Type: Medium

2007 Target: 30

2008 Target: 30

2009 Target: 40

2010 Target: 40

2011 Target: 50

##### Outcome Text

Development of competent community leaders who will make an impact on the future of West Virginia.

##### Outcome Type: Long

2007 Target: 0

2008 Target: 0

2009 Target: 0

2010 Target: 0

2011 Target: 0

##### Outcome Text

Continued support and program sustainability for the West Virginia University Extension Service and the WV 4-H Program.

##### Outcome Type: Long

2007 Target: 0

2008 Target: 0

2009 Target: 0

2010 Target: 0

2011 Target: 0

### 20. External factors which may affect outcomes

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

#### **Description**

West Virginia is a state of increasing poverty , decreasing population, and decreasing school-age population. Therefore, program resources are a continuous concern.

#### **21. Evaluation studies planned**

- After Only (post program)
- Before-After (before and after program)
- During (during program)

#### **Description**

Various programs make up the 4-H Youth Leadership project. Each program would have to be evaluated based upon its own merits.

#### **22. Data Collection Methods**

- Observation

#### **Description**

The current Engaging Youth Serving Communities program is evaluated through the use of a Youth Leadership pre- and post-survey that is entered into the Extension Cares national database. The tool is one that could be adapted for use with other mentoring and youth leadership programs. The Teen Leadership Project booklet is graded and exhibited just as any other 4-H project. This provides volunteer leaders and the 4-H agent with insight on the progress of youths in the area of teen leadership and is a documented account of activities and events that the 4-H'er undertakes as part of completing the project. Participation in state 4-H camps is evaluated through on-site surveys. Currently research is being conducted to determine the outcomes associated with youth participation in state camps.

## 1. Name of the Planned Program

Fairs & Festivals Program

## 2. Program knowledge areas

- 805 Community Institutions, Health, and Social Services 40 %
- 605 Natural Resource and Environmental Economics 40 %
- 803 Sociological and Technological Change Affecting Individuals, Families and Communities 10 %
- 801 Individual and Family Resource Management 10 %

## 3. Program existence

- Intermediate (One to five years)

## 4. Program duration

- Long-Term (More than five years)

## 5. Brief summary about Planned Program

The Fairs and Festivals program is designed to help local fair and festival boards improve their programs. Each year, we assist two fairs or festivals. We train 30 volunteer visitors as well as about 50 community leaders. The visitors visit the fairs and festivals during peak times and write reports. Those reports are combined and recommendations are made to the boards of each community. We follow the progress of the communities in making changes to their fairs and festivals.

## 6. Situation and priorities

Fairs and festivals have grown in popularity in recent years. The benefits of fairs and festivals to host communities are many. They give the community an opportunity to provide a fun activity for residents and entice out-of-towners to come for a visit. Because most festival themes are connected to the cultural heritage of the community, they contribute in a big way to the development of a local identity, increasing community pride. They can also provide various economic benefits. Fairs and festivals draw residents' attention to their community's positive assets. In addition, these events can attract the participation of residents who have not previously been involved in other community projects, thus increasing the pool of event organizers and new community leaders. Communities and event organizers must also recognize the drawbacks of fairs and festivals. Many times the events are very successful, but they can also end up being complete failures with economic and social consequences for the host community. These events are labor intensive and typically involve months of planning by fair boards and civic organizations, resulting in an event that is repeated only annually. Programs are needed to help identify where additional leadership may be needed to ensure a successful event; to improve the educational, cultural, and financial contributions to communities; to enhance the connection between the event and the community (cultural heritage and tourism initiatives); and to strengthen regional tourism linkages.

## 7. Assumptions made for the Program

The program provides a fresh perspective on the fair or festival event. It also provides a mechanism for helping fair and festive boards improve their events.

## 8. Ultimate goal(s) of this Program

Fair and festival boards will improve their events.

## 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	1.0	0.0	0.0	0.0
2008	1.0	0.0	0.0	0.0
2009	1.0	0.0	0.0	0.0
2010	1.0	0.0	0.0	0.0
2011	1.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

1. Conduct the program at 2 fairs or festivals per year. 2. Recruit volunteer visitors per event (N= 30). 3. Conduct the visits during peak periods of the event. 4. Write a visitor’s report. 5. Collect reports and photos from all volunteer visitors. 6. Write a summary report. 7. Develop a presentation of program findings for the fair or festival board. 8. Present the findings to the fair or festival board. 9. Evaluate 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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Newsletters</li> </ul>

**15. Description of targeted audience**

This program is directed toward fair and festival boards, local community-based organizations, elected officials, community leaders, and community residents.

**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	150	0	0	400
2008	150	0	0	400
2009	150	0	0	400
2010	150	0	0	400
2011	150	0	0	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**

Workshops

2007 Target: 2  
 2008 Target: 2  
 2009 Target: 2  
 2010 Target: 2  
 2011 Target: 2

**Output Text**

Dissemination of program results

2007 Target: 4  
 2008 Target: 4  
 2009 Target: 4  
 2010 Target: 4  
 2011 Target: 4

**Output Text**

Adaptation of basic program model to fit the needs of specific events

2007 Target: 2  
 2008 Target: 2  
 2009 Target: 2  
 2010 Target: 2  
 2011 Target: 2

**Output Text**

Train volunteer visitors

2007 Target: 30  
 2008 Target: 30  
 2009 Target: 30  
 2010 Target: 30  
 2011 Target: 30

**Output Text**

Development of a set of recommendations for consideration by the fair or festival board.

2007 Target: 2  
2008 Target: 2  
2009 Target: 2  
2010 Target: 2  
2011 Target: 2

## Outcomes for the Program

### 19. Outcome measures

#### Outcome Text: Awareness created

##### Outcome Text

Fair and festival board members gain increased awareness of the event's strengths and weaknesses from the perspective of a first-time visitor.

##### Outcome Type: Short

2007 Target: 50  
2008 Target: 50  
2009 Target: 50  
2010 Target: 50  
2011 Target: 50

##### Outcome Text

Fair and festival board members gain increased knowledge of potential strategies to enhance their event's strengths and improving weaknesses.

##### Outcome Type: Short

2007 Target: 50  
2008 Target: 50  
2009 Target: 50  
2010 Target: 50  
2011 Target: 50

##### Outcome Text

The program promotes increased contact with stakeholders, community-based organizations, and elected officials.

##### Outcome Type: Short

2007 Target: 50  
2008 Target: 50  
2009 Target: 50  
2010 Target: 50  
2011 Target: 50

##### Outcome Text

Fair and festival board members publicize the program findings with other groups, elected officials, and stakeholders in the community.

##### Outcome Type: Medium

2007 Target: 4  
2008 Target: 8  
2009 Target: 12  
2010 Target: 12  
2011 Target: 12

**Outcome Text**

Fair and festival board members develop a set of action plans with the goal of improving the event.

**Outcome Type:** Medium

2007 Target: 2

2008 Target: 2

2009 Target: 2

2010 Target: 2

2011 Target: 2

**Outcome Text**

Other fair and festival boards hear about the positive benefits of the program and complete a program application.

**Outcome Type:** Medium

2007 Target: 4

2008 Target: 4

2009 Target: 4

2010 Target: 4

2011 Target: 4

**Outcome Text**

Action plans are completed by fair and festival boards resulting in the improvement of the event.

**Outcome Type:** Long

2007 Target: 2

2008 Target: 2

2009 Target: 2

2010 Target: 2

2011 Target: 2

**Outcome Text**

Fair and festival board members are committed to supporting long-term event assessment and improvement.

**Outcome Type:** Long

2007 Target: 50

2008 Target: 50

2009 Target: 50

2010 Target: 50

2011 Target: 50

**20. External factors which may affect outcomes**

- Populations changes (immigration,new cultural groupings,etc.)

**Description**

Changing demographics can have a significant impact on the recruitment of new members to serve on a fair or festival board.

**21. Evaluation studies planned**

- After Only (post program)
- Case Study

### **Description**

It is necessary to get as much feedback as possible to make improvements to the program. A program evaluation of past participants in the Fairs and Festival Program is planned every five years.

### **22. Data Collection Methods**

- Whole population
- Mail
- Telephone

### **Description**

As components of a comprehensive program evaluation, two separate surveys will be designed to gather information regarding the process and impact of the program. A Volunteer Visitor Survey will be designed to review the program process related to the visitors and their experiences. Visitors will be asked to rank various aspects of the Fairs and Festivals Program and describe their perceptions of the process, the visitor's manual, and overall task. Additionally, a Fairs and Festivals Board Survey will be designed to review the program and describe their perceptions of the program process, outcome, and impact from the event board's perspective.



**1. Name of the Planned Program**

A New You: Health for Every Body

**2. Program knowledge areas**

- 802 Human Development and Family Well-Being 100 %

**3. Program existence**

- New (One year or less)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

A New You: Health for Every Body is a curriculum for adults who struggle with weight and food. The multi-method, experiential learning program offers insights and tools for setting and achieving goals for health behavior changes in the areas of food, physical activity, and body image. Commercial diet programs mislead the public by failing to produce evidence of long-term effectiveness. A New You is a balanced approach to healthy lifestyles.

**6. Situation and priorities**

A New You: Health for Every Body is a curriculum for adults who struggle with weight and food. The multi-method, experimental learning program offers insights and tools for setting and achieving goals for health behavior changes in the areas of food, physical activity, and body image. A New You is a better approach because weight-loss diets are at best a temporary fix and commercial diet programs mislead the public by failing to produce evidence of long-term effectiveness.

**7. Assumptions made for the Program**

This is a reasonable, sensible approach to maintaining life-long healthy practices. The program has been extensively tested and proven to be effective in several states in the past few years. Since the country is moving toward a chronic disease prevention model of health, it will be possible to secure sustained funding for this program.

**8. Ultimate goal(s) of this Program**

Help participants gain new attitudes and learn new information and skills to live a life focused on health; help people move toward a health-centered rather than weight-centered approach to living.

**9. Scope of Program**

- 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	1.5	0.0	0.0	0.0
2008	1.5	0.0	0.0	0.0
2009	1.5	0.0	0.0	0.0
2010	1.0	0.0	0.0	0.0
2011	1.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

-- 20 programs implemented in 20 counties. -- A statewide research project comparing program impacts between Wyoming and WV. -- Research comparing the effectiveness of the program offered in various time frames (such as, 10 sessions vs. 5 sessions).

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Newsletters</li> <li>● TV Media Programs</li> <li>● Other 1 (radio)</li> <li>● Other 2 (newspaper)</li> </ul>

**15. Description of targeted audience**

Adults interested in improving their lifestyle regarding health behaviors, including nutrition, physical activity, and body image.

**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	400	0	0
2008	220	440	0	0
2009	240	480	0	0
2010	260	520	0	0
2011	280	560	0	0

**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**

A New You county programs

2007 Target: 20  
 2008 Target: 22  
 2009 Target: 24  
 2010 Target: 26  
 2011 Target: 28

**Output Text**

Participants in the A New You program

2007 Target: 300  
 2008 Target: 340  
 2009 Target: 380  
 2010 Target: 420  
 2011 Target: 460

**Output Text**

Evaluation and research report

2007 Target: 1  
 2008 Target: 1  
 2009 Target: 1  
 2010 Target: 1  
 2011 Target: 1

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Increased knowledge of health-centered approach to living.

**Outcome Type:** Short

2007 Target: 200  
2008 Target: 220  
2009 Target: 240  
2010 Target: 260  
2011 Target: 280

**Outcome Text**

Increased acceptance of body-size diversity.

**Outcome Type:** Medium

2007 Target: 150  
2008 Target: 165  
2009 Target: 180  
2010 Target: 195  
2011 Target: 210

**Outcome Text**

Improved valuing of personal health.

**Outcome Type:** Medium

2007 Target: 150  
2008 Target: 165  
2009 Target: 180  
2010 Target: 195  
2011 Target: 210

**Outcome Text**

Move people toward a health-centered versus weight-centered approach to living; we will not be measuring this outcome.

**Outcome Type:** Long

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**20. External factors which may affect outcomes**

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

**Description**

Competing healthy lifestyle programs, such as low-carb diets.

## 21. Evaluation studies planned

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

### Description

We will administer pre- and post-questionnaires to all program participants. We will conduct focus groups in a limited number of counties several months after the completion of the program to evaluate long-term quality.

## 22. Data Collection Methods

- Whole population
- Structured
- Unstructured

### Description

We will administer pre- and post-questionnaires to all program participants. We will conduct focus groups in a limited number of counties several months after the program.

## 1. Name of the Planned Program

Downtown Revitalization

## 2. Program knowledge areas

- 901 Program and Project Design, and Statistics 40 %
- 903 Communication, Education, and Information Delivery 60 %

## 3. Program existence

- New (One year or less)

## 4. Program duration

- Long-Term (More than five years)

## 5. Brief summary about Planned Program

Across West Virginia, traditional downtowns, once the center of commerce and the focal point for many social and cultural activities, have experienced dramatic decline. Many small towns and cities in West Virginia have begun or are interested in initiating downtown revitalization programs to improve the community's capacity to attract businesses and make it a more desirable place to live, work, and visit. Three new projects will address the research, program, and training needs of professionals and stakeholders. Research that measures the needs and impact of downtown revitalization programs in West Virginia communities is needed for future program development. A research-based downtown revitalization curriculum is needed to educate both WVU-ES professionals and stakeholders about the issues and strategies involved in successful downtown revitalization projects. And finally, a one-stop shop, Web-based clearinghouse for research-based downtown revitalization materials, resources, and links to other downtown revitalization programs is needed to provide easy access to information communities can use to help them implement positive change.

## 6. Situation and priorities

Recently, more and more communities are recognizing the economic and social value of their downtowns as commercial, civic and government centers, and representative of the community's heritage and identity. Many small towns and cities in West Virginia are taking another look at their downtowns and have begun or are interested in initiating downtown revitalization programs to improve the community's capacity to attract businesses and make it a more desirable place to live, work, and visit. Access to information about downtown revitalization and resources, training, and research to measure the needs and impact of downtown revitalization initiatives are all needed to meet the needs of West Virginia communities and stakeholders. WVU-ES will develop three projects to address these needs.

## 7. Assumptions made for the Program

Downtown revitalization can help improve a community's capacity to attract businesses and make it a more desirable place to live, work, and visit. Research-based materials, resources and links to other programs can be collected and combined to provide a one-stop shop for easy access to downtown revitalization information. A research-based downtown revitalization curriculum can be developed to educate both WVU-ES professionals and stakeholders about the issues and strategies involved in successful downtown revitalization projects. Research is needed to determine downtown revitalization training and programs to meet the needs of West Virginia communities and stakeholders.

## 8. Ultimate goal(s) of this Program

• New downtown revitalization programs are developed to meet the needs of communities and stakeholders • All municipalities respond to future downtown revitalization surveys • WVU-ES professionals are highly trained and qualified to deliver information and programs on downtown revitalization • Stakeholders and others looking for training on downtown revitalization automatically turn to WVU-ES • Downtowns across West Virginia are revitalized

## 9. Scope of Program

- In-State Extension
- In-State Research
- 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	1.0	0.0	0.0	0.0
2008	1.0	0.0	0.0	0.0
2009	1.0	0.0	0.0	0.0
2010	1.0	0.0	0.0	0.0
2011	1.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

1. Identify key downtown revitalization topics 2. Research and prepare fact sheets on key downtown revitalization topics 3. Create a Web site for a clearinghouse of information on downtown revitalization issues, programs, resources, and links. 4. Conduct a downtown revitalization survey, analyze survey data, produce and disseminate summary report of survey findings, and update data every 5 years 5. Participate in professional development opportunities that focus on downtown revitalization at local, regional, and national conferences and trainings. 6. Conduct and evaluate trainings for WVU-ES professionals at Spring and Fall professional development meetings. 7. Conduct and evaluate trainings for community groups and stakeholders on downtown revitalization issues.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> <li>● Demonstrations</li> <li>● Other 1 (electronic mailing lists)</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Web sites</li> </ul>

**15. Description of targeted audience**

This program targets WVU-ES professionals and peers at other institutions, community-based organizations, elected officials, community leaders, and community residents.

**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	400	100	20	20
2008	400	100	20	20
2009	400	100	20	20
2010	800	400	30	30
2011	400	1000	30	30

**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**

Identify key downtown revitalization topics

- 2007 Target: 10
- 2008 Target: 10
- 2009 Target: 10
- 2010 Target: 10
- 2011 Target: 10

**Output Text**

Research and prepare fact sheets on key downtown revitalization topics

- 2007 Target: 5
- 2008 Target: 5
- 2009 Target: 5
- 2010 Target: 5
- 2011 Target: 5

**Output Text**

Create Web site for clearinghouse of information on downtown revitalization issues, programs, resources, and links.

- 2007 Target: 1
- 2008 Target: 1
- 2009 Target: 1
- 2010 Target: 1
- 2011 Target: 1



**Output Text**

Enter and analyze of survey data

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 230  
2011 Target: 0

**Output Text**

Compile a summary report on findings of downtown revitalization survey

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 1  
2011 Target: 0

**Output Text**

Disseminate downtown revitalization summary report

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 1  
2011 Target: 0

**Output Text**

Participate in professional development opportunities which focus on downtown revitalization at local, regional, and national conferences and trainings

2007 Target: 4  
2008 Target: 4  
2009 Target: 4  
2010 Target: 4  
2011 Target: 4

**Output Text**

Conduct in-service trainings at WVU-ES Spring and Fall professional development meetings

2007 Target: 2  
2008 Target: 4  
2009 Target: 4  
2010 Target: 4  
2011 Target: 4

**Output Text**

Conduct downtown revitalization trainings and educational programs for community-based groups and stakeholders

2007 Target: 2  
2008 Target: 2  
2009 Target: 4  
2010 Target: 4  
2011 Target: 4

## Outcomes for the Program

### 19. Outcome measures

#### Outcome Text: Awareness created

##### Outcome Text

Increased awareness of WVU-ES professionals and stakeholders about downtown revitalization issues, programs, and resources.

##### Outcome Type: Short

2007 Target: 20  
2008 Target: 30  
2009 Target: 50  
2010 Target: 50  
2011 Target: 50

##### Outcome Text

Increased knowledge of WVU-ES professionals and stakeholders about downtown revitalization issue, programs, and resources.

##### Outcome Type: Short

2007 Target: 20  
2008 Target: 30  
2009 Target: 50  
2010 Target: 50  
2011 Target: 50

##### Outcome Text

Increased presence of and publicity for WVU-ES.

##### Outcome Type: Short

2007 Target: 20  
2008 Target: 30  
2009 Target: 50  
2010 Target: 50  
2011 Target: 50

##### Outcome Text

Increase in number of WVU-ES professionals and stakeholders asking for information, assistance, and downtown revitalization program materials and resources.

##### Outcome Type: Medium

2007 Target: 20  
2008 Target: 40  
2009 Target: 60  
2010 Target: 80  
2011 Target: 100

**Outcome Text**

Increase in application of downtown revitalization programs by WVU-ES professionals.

**Outcome Type:** Medium

2007 Target: 10  
2008 Target: 20  
2009 Target: 30  
2010 Target: 30  
2011 Target: 30

**Outcome Text**

Stakeholders and other looking for information and programs on downtown revitalization automatically turn to WVU-ES.

**Outcome Type:** Long

2007 Target: 10  
2008 Target: 20  
2009 Target: 30  
2010 Target: 40  
2011 Target: 50

**Outcome Text**

Increased awareness of downtown revitalization issues and needs of West Virginia communities.

**Outcome Type:** Short

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 230  
2011 Target: 0

**Outcome Text**

Increased knowledge of downtown revitalization issues and needs of West Virginia communities.

**Outcome Type:** Short

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 230  
2011 Target: 0

**Outcome Text**

WVU is respected as a reputable source for downtown revitalization information and programs within the state with such groups as elected officials at the municipal level, local development authority directors, Main Street program directors, and local Cham

**Outcome Type:** Medium

2007 Target: 80  
2008 Target: 80  
2009 Target: 100  
2010 Target: 230  
2011 Target: 230

**Outcome Text**

Improved collaboration and working relationship with the West Virginia Development Office, WV Main Street Program, and downtown revitalization agencies in other states.

**Outcome Type:** Medium

- 2007 Target: 1
- 2008 Target: 2
- 2009 Target: 3
- 2010 Target: 4
- 2011 Target: 4

**Outcome Text**

WVU-ES professionals are highly trained and qualified to deliver information and programs on downtown revitalization.

**Outcome Type:** Long

- 2007 Target: 10
- 2008 Target: 20
- 2009 Target: 30
- 2010 Target: 40
- 2011 Target: 50

**Outcome Text**

Development of new downtown revitalization programs based on current and emerging needs.

**Outcome Type:** Long

- 2007 Target: 1
- 2008 Target: 2
- 2009 Target: 3
- 2010 Target: 3
- 2011 Target: 3

**Outcome Text**

Downtowns across West Virginia are revitalized.

**Outcome Type:** Long

- 2007 Target: 0
- 2008 Target: 1
- 2009 Target: 5
- 2010 Target: 10
- 2011 Target: 15

**20. External factors which may affect outcomes**

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

**Description**

Changes in community demographics and the economy at the local, regional, and national scales will have an impact on access to the needed resources to effect change. Communities rely on a revolving, intergenerational pool of energetic volunteers to carry out community development efforts. Changing demographics can have a significant impact on a community's success with these efforts. In addition, when the economy is stagnant or in decline, resources become scarce and priorities

shift. This situation can result in increased competition for dollars, loss of public priority for programs and projects, unfinished projects, and increased competition among service providers. Constantly changing staffing patterns in small communities may make it difficult to obtain a high response rate to downtown revitalization surveys. In addition, Main street directors may think that because their community is enrolled in the WV Main Street program it is not necessary to complete the survey.

## **21. Evaluation studies planned**

- After Only (post program)
- Retrospective (post program)
- Time series (multiple points before and after program)
- Case Study
- Comparison between locales where the program operates and sites without program intervention

### **Description**

It is necessary to get feedback from peers in other state Extension Services and from stakeholders and program participants.

## **22. Data Collection Methods**

- Sampling
- Whole population
- Mail
- On-Site
- Structured
- Case Study
- Journals
- Other

### **Description**

Materials developed for the Web site will undergo internal and external reviews. A select group of municipalities, representative of the population, will be selected to obtain information about the suitability and ease of use of the survey. Materials developed for trainings will undergo internal and external reviews.

**1. Name of the Planned Program**

Business Retention and Expansion

**2. Program knowledge areas**

- 602 Business Management, Finance, and Taxation 10 %
- 604 Marketing and Distribution Practices 10 %
- 603 Market Economics 10 %
- 608 Community Resource Planning and Development 70 %

**3. Program existence**

- Mature (More than five years)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

The program promotes job growth by helping communities identify the concerns and barriers to survival and growth that local businesses face. This community-based approach focuses on existing businesses. The program provides assistance to businesses by developing a BR&E guide to service providers for the specific needs of the business community.

**6. Situation and priorities**

Self-reliant local economies and improved business climates are the goals of the Business Retention and Expansion (BR&E) program. The program promotes job growth by helping communities identify the concerns and barriers to survival and growth that local businesses face. This community-based approach focuses on existing businesses.

**7. Assumptions made for the Program**

A favorable business climate is necessary for businesses to survive and be competitive. The program provides assistance to businesses by developing a BR&E guide to service providers for the specific needs of the business community.

**8. Ultimate goal(s) of this Program**

West Virginia businesses will become stronger and will continue to provide jobs for West Virginia citizens.

**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	1.0	0.0	0.0	0.0
2008	1.0	0.0	0.0	0.0
2009	1.0	0.0	0.0	0.0
2010	1.0	0.0	0.0	0.0
2011	1.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

1. Conduct the program in 2 communities per year. 2. Recruit volunteer visitors per community (N= 30). 3. Community volunteers visit businesses to conduct one-on-one interview/surveys. 4. Input survey data. 5. Analyze survey data. 6. Develop recommendations. 7. Write a summary report. 7. Develop a presentation of program findings for the community. 8. Present the findings and conduct an action planning exercise during a community meeting. 9. Evaluate 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"> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> </ul>

**15. Description of targeted audience**

This program is directed toward local businesses, community-based organizations, elected officials, community leaders, and community residents.

**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	150	0	0	5
2008	150	0	0	10
2009	150	0	0	15
2010	150	0	0	20
2011	150	0	0	20

**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**

Conduct the program in 2 communities per year

2007 Target: 2  
 2008 Target: 2  
 2009 Target: 2  
 2010 Target: 2  
 2011 Target: 2

**Output Text**

Recruit volunteer visitors per community (N= 20)

2007 Target: 20  
 2008 Target: 20  
 2009 Target: 20  
 2010 Target: 20  
 2011 Target: 20

**Output Text**

Community volunteers visit businesses to conduct one-on-one interview/surveys.

2007 Target: 70  
 2008 Target: 70  
 2009 Target: 70  
 2010 Target: 70  
 2011 Target: 70

**Output Text**

Input survey data

2007 Target: 70  
 2008 Target: 70  
 2009 Target: 70  
 2010 Target: 70  
 2011 Target: 70

**Output Text**

Analyze survey data



2007 Target: 70  
2008 Target: 70  
2009 Target: 70  
2010 Target: 70  
2011 Target: 70

**Output Text**

Develop set of recommendations

2007 Target: 2  
2008 Target: 2  
2009 Target: 2  
2010 Target: 2  
2011 Target: 2

**Output Text**

Write a summary report

2007 Target: 2  
2008 Target: 2  
2009 Target: 2  
2010 Target: 2  
2011 Target: 2

**Output Text**

Develop a presentation of program findings for the community.

2007 Target: 2  
2008 Target: 2  
2009 Target: 2  
2010 Target: 2  
2011 Target: 2

**Output Text**

Present the findings and conduct an action planning exercise during a community meeting

2007 Target: 2  
2008 Target: 2  
2009 Target: 2  
2010 Target: 2  
2011 Target: 2

**Output Text**

Evaluate the program

2007 Target: 2  
2008 Target: 2  
2009 Target: 2  
2010 Target: 2  
2011 Target: 2

## Outcomes for the Program

### 19. Outcome measures

#### Outcome Text: Awareness created

##### Outcome Text

Increased awareness of concerns and barriers to survival and growth that local businesses face.

##### Outcome Type: Short

2007 Target: 70

2008 Target: 70

2009 Target: 70

2010 Target: 70

2011 Target: 70

##### Outcome Text

Increased knowledge about concerns and barriers to survival and growth that local businesses face.

##### Outcome Type: Short

2007 Target: 70

2008 Target: 70

2009 Target: 70

2010 Target: 70

2011 Target: 70

##### Outcome Text

Increased contact with stakeholders, community-based organizations, and elected officials.

##### Outcome Type: Medium

2007 Target: 10

2008 Target: 20

2009 Target: 30

2010 Target: 40

2011 Target: 50

##### Outcome Text

Community-based organization publicizes the program findings to other groups, elected officials, and stakeholders in the community.

##### Outcome Type: Medium

2007 Target: 10

2008 Target: 20

2009 Target: 30

2010 Target: 30

2011 Target: 30

##### Outcome Text

Community-based organization develops a set of action plans to initiate change projects in community.

**Outcome Type:** Long

2007 Target: 2  
2008 Target: 2  
2009 Target: 2  
2010 Target: 2  
2011 Target: 2

**Outcome Text**

Other communities hear about the program and complete a program application

**Outcome Type:** Long

2007 Target: 2  
2008 Target: 2  
2009 Target: 2  
2010 Target: 2  
2011 Target: 2

**Outcome Text**

Action plans are completed by community members and community appearance is improved

**Outcome Type:** Long

2007 Target: 2  
2008 Target: 2  
2009 Target: 2  
2010 Target: 2  
2011 Target: 2

**Outcome Text**

Residents are actively involved in community projects

**Outcome Type:** Long

2007 Target: 20  
2008 Target: 30  
2009 Target: 30  
2010 Target: 30  
2011 Target: 30

**Outcome Text**

Residents and community-based organizations are committed to supporting long-term community and economic development efforts, focused work, and broad community participation

**Outcome Type:** Long

2007 Target: 20  
2008 Target: 30  
2009 Target: 30  
2010 Target: 30  
2011 Target: 30

**Outcome Text**

The community has strong public-private partnerships

**Outcome Type:** Long

2007 Target: 2

2008 Target: 2

2009 Target: 2

2010 Target: 2

2011 Target: 2

**20. External factors which may affect outcomes**

- Competing Programatic Challenges

**Description**

Stakeholders may turn to other agencies for help with business retention and expansion programs.

**21. Evaluation studies planned**

- After Only (post program)

**Description**

Program participants will complete evaluations at the end of the program.

**22. Data Collection Methods**

- Whole population

**Description**

Materials developed for trainings will undergo internal and external reviews.

**1. Name of the Planned Program**

Active for Life

**2. Program knowledge areas**

- 802 Human Development and Family Well-Being 100 %

**3. Program existence**

- Mature (More than five years)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

It is a low- to moderate-intensity strengthening and flexibility exercise program for older adults developed in consultation with a physical therapist. WV has the highest rate of senior population in the U.S. and second highest rate of sedentary adults. Efforts need to be made to encourage exercise for seniors in a safe and secure environment.

**6. Situation and priorities**

WV had the highest rate of senior population in the US and the second highest rate of sedentary adults. Efforts need to be made to encourage exercise for seniors in a safe and secure environment.

**7. Assumptions made for the Program**

Community coalitions can provide seniors with a safe, secure place to exercise and form health awareness groups. WVU Extension has long history of training and providing support to volunteers. Active for Life leaders are trained in their own communities and WVU provides continued support and resources.

**8. Ultimate goal(s) of this Program**

Enhance the health and well-being of seniors through promotion of strengthening and flexibility exercise program.

**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	0.3	0.0	0.0	0.0
2008	0.3	0.0	0.0	0.0
2009	0.1	0.0	0.0	0.0
2010	0.1	0.0	0.0	0.0
2011	0.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

-- Community leaders are trained to lead participants in flexibility exercise . -- Seniors meet 3-5 times per week in Active for Life sessions. -- Extension agents provide support to community volunteers through trainings, newsletters, and recognition activities.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> <li>● Demonstrations</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Newsletters</li> <li>● TV Media Programs</li> </ul>

**15. Description of targeted audience**

Senior adults in their own communities.

**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	0	0	0
2008	240	0	0	0
2009	280	0	0	0
2010	320	0	0	0
2011	360	0	0	0

**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**

Number of volunteers trained.

2007 Target: 30  
 2008 Target: 36  
 2009 Target: 42  
 2010 Target: 48  
 2011 Target: 54

**Output Text**

Number of active for life groups created and maintained.

2007 Target: 20  
 2008 Target: 24  
 2009 Target: 28  
 2010 Target: 32  
 2011 Target: 36

**Output Text**

Number of participants in Active for Life.

2007 Target: 200  
 2008 Target: 240  
 2009 Target: 280  
 2010 Target: 320  
 2011 Target: 360

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Seniors develop an interest in regular participation in a physical activity program.

**Outcome Type:** Short

2007 Target: 200  
2008 Target: 240  
2009 Target: 269  
2010 Target: 300  
2011 Target: 300

**Outcome Text**

Seniors improve flexibility and strength, which will be self-reported (70%).

**Outcome Type:** Medium

2007 Target: 140  
2008 Target: 168  
2009 Target: 196  
2010 Target: 224  
2011 Target: 252

**Outcome Text**

Improvement in the health and wellness of WV seniors, which will not be measured.

**Outcome Type:** Long

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**20. External factors which may affect outcomes**

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

**Description**

The economy will affect the ability of seniors to attend the programs, and seniors' health and mental state will affect program participation.

**21. Evaluation studies planned**

- During (during program)
- Comparisons between program participants (individuals,group,organizations) and non-participants

**Description**

Participants will be evaluated after receiving training to serve as leaders; program participants will self-report progress on wellness, flexibility, and strength.

**22. Data Collection Methods**

- Whole population
- Case Study

**Description**

Training evaluation will measure skills learned and ability to teach and manage Active for Life programs.



## 1. Name of the Planned Program

Youth Agriculture

## 2. Program knowledge areas

- 901 Program and Project Design, and Statistics 5 %
- 315 Animal Welfare/Well-Being and Protection 9 %
- 204 Plant Product Quality and Utility (Preharvest) 2 %
- 308 Improved Animal Products (Before Harvest) 30 %
- 123 Management and Sustainability of Forest Resources 2 %
- 806 Youth Development 50 %
- 101 Appraisal of Soil Resources 2 %

## 3. Program existence

- Mature (More than five years)

## 4. Program duration

- Long-Term (More than five years)

## 5. Brief summary about Planned Program

The number of rural residents has decreased to less than 1.5% of America's population. With technological advances and the increased urban/nonfarm populations, individuals are now several generations removed from actual working knowledge of agricultural production; the public (youth and adult) is not prepared to make informed decisions that ensure quality and adequate food and fiber while also maintaining the environment. Youth agricultural education programming offers training that develops life skills in both youth and adult participants. Development of life skills enhances the ability of youths to become functioning members of society, and helps adults gain satisfaction and accomplishment of personal/career goals. Ag in the Classroom programming directed at school teachers strives to expand and extend the ag knowledge base in WV and nationally.

## 6. Situation and priorities

4-H agricultural education programs are vehicles for youth/adult development, which is the mission of the Cooperative Extension Service of the USDA. Agricultural education programming offers training that develops life skills in both youth and adult participants. Development of life skills enhances the ability of youths to become functioning members of society, and helps adults gain satisfaction and accomplishment of personal/career goals. In addition, the number of rural residents has decreased to less than 1.5% of America's population. With technological advances and the increased urban/nonfarm populations, individuals are now several generations removed from actual working knowledge of agricultural production; the public (youth and adult) is not prepared to make informed decisions that ensure quality and adequate food and fiber while also maintaining the environment.

## 7. Assumptions made for the Program

Involvement in 4-H youth and natural resources programming will develop subject matter and life skills for youth and adult participants. Agriculture and natural resources programming includes fairs and expositions, judging contests, skillathons, workshops, tours, school programs, etc.

## 8. Ultimate goal(s) of this Program

Involvement in 4-H youth and natural resources programming will develop subject matter knowledge and life skills for youth and adult participants. Integration of agricultural subject matter across all areas of existing classroom curriculum will enhance understanding of the importance of agriculture.

## 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	5.0	0.0	0.0	0.0
2008	5.0	0.0	0.0	0.0
2009	5.0	0.0	0.0	0.0
2010	5.5	0.0	0.0	0.0
2011	5.5	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

{NO DATA ENTERED}

**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"> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> <li>● Other 1 (Judging Contests, tours)</li> <li>● Other 2 (Fairs &amp; expo skillathons)</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Other 1 (website)</li> <li>● Other 2 (trade show exhibits/displays)</li> </ul>

**15. Description of targeted audience**

{NO DATA ENTERED}

**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	0	0	0	0
2008	0	0	0	0
2009	0	0	0	0
2010	0	0	0	0
2011	0	0	0	0

**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**

To update/revise 4-H Animal Science Record Guides for dairy, beef, swine, sheep, horse, poultry, goat, cat, dog, rabbit, pets.

- 2007 Target: 5
- 2008 Target: 5
- 2009 Target: 5
- 2010 Target: 3
- 2011 Target: 3

**Output Text**

To provide educational opportunities for 4-H youths and volunteer leaders to gain 4-H ag & natural resources project/life skills through workshops, skillathons, fairs & expositions, judging evaluation workshops, tours, etc.

- 2007 Target: 400
- 2008 Target: 450
- 2009 Target: 500
- 2010 Target: 550
- 2011 Target: 600

**Output Text**

To train 4-H youths/volunteer leaders/Extension personnel in agricultural subject matter such as Meat Quality Assurance, Animal Ethics, and Best Management Production Practices.

2007 Target: 15  
2008 Target: 15  
2009 Target: 20  
2010 Target: 20  
2011 Target: 25

## Outcomes for the Program

### 19. Outcome measures

#### Outcome Text: Awareness created

##### Outcome Text

80% of participants in Meat Quality Assurance Programs will increase knowledge from pre- to post-test.

##### Outcome Type: Short

2007 Target: 50  
2008 Target: 75  
2009 Target: 100  
2010 Target: 125  
2011 Target: 150

##### Outcome Text

Meat Quality Assurance-trained youths will produce animals that will contribute food products.

##### Outcome Type: Medium

2007 Target: 5000  
2008 Target: 5000  
2009 Target: 10000  
2010 Target: 20000  
2011 Target: 500000

##### Outcome Text

Youth Meat Quality Assurance participation will generate earnings for the youth participants and other community organizations.

##### Outcome Type: Medium

2007 Target: 10000  
2008 Target: 10000  
2009 Target: 20000  
2010 Target: 400000  
2011 Target: 1000000

##### Outcome Text

10% of the youths enrolled in 4-H Animal Science projects will identify project/life skills learned through participation in the program.

##### Outcome Type: Short

2007 Target: 25  
2008 Target: 50  
2009 Target: 75  
2010 Target: 75  
2011 Target: 75

## 20. External factors which may affect outcomes

- Economy
- Government Regulations
- Competing Programatic Challenges

### Description

Local economic factors could affect consumer purchases of youth agricultural products.

## 21. Evaluation studies planned

- After Only (post program)
- Retrospective (post program)
- Before-After (before and after program)
- During (during program)

### Description

Pre-and post-test with 4-H'ers participating in the Meat Quality Assurance Program. Survey to identify project/life skills gained by the 4-H'ers. Post program evaluation for economic impacts.

## 22. Data Collection Methods

- Sampling
- Mail
- On-Site
- Tests

### Description

See above.

## 1. Name of the Planned Program

Nutrient Management

## 2. Program knowledge areas

- 205 Plant Management Systems 10 %
- 403 Waste Disposal, Recycling, and Reuse 10 %
- 102 Soil, Plant, Water, Nutrient Relationships 60 %
- 133 Pollution Prevention and Mitigation 20 %

## 3. Program existence

- Mature (More than five years)

## 4. Program duration

- Long-Term (More than five years)

## 5. Brief summary about Planned Program

Nutrient Management programs improve profitability of farm lands while maintaining and improving water quality. This is a critical mission of the Cooperative Extension Service of the USDA. West Virginia is a livestock-dominated state, and proper storage and application of animal manures is critical to agricultural production and pollution prevention. All the farms in West Virginia use fertilizers and or manures to supply nutrients for forage and crop production. Farmers need programs to ensure economic sustainability, reduced losses of nutrients to the environment, and technology transfer to incorporate the latest science into their operations.

## 6. Situation and priorities

Nutrient Management programs improve profitability of farm lands while maintaining and improving water quality. This is a critical mission of the Cooperative Extension Service of the USDA. West Virginia is a livestock-dominated state; and proper storage and application of animal manures is critical to agricultural production and pollution prevention. All the farms in West Virginia use fertilizers and or manures to supply nutrients for forage and crop production. Farmers need programs to ensure economic sustainability, reduced losses of nutrients to the environment. and technology transfer to incorporate the latest science into their operations.

## 7. Assumptions made for the Program

Rising cost of fertilizers worldwide is reducing the profit from all farming activity. Environmental regulations targeted to farm production to reduce the losses from fertilizers and animal manure applications are an emerging issue that landowners must deal with in the coming years. A strong nutrient management program is needed to train land managers so they can assist farms with environmental compliance and profitability.

## 8. Ultimate goal(s) of this Program

Improve profitability of WV farms using Nutrient Management plans to improve fertilizer and manure nutrient use. Improve Water Quality Statewide as these nutrient management plans are implemented on farms.

## 9. Scope of Program

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

**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	3.0	0.0	0.0	0.0
2008	3.0	0.0	0.0	0.0
2009	3.0	0.0	0.0	0.0
2010	3.0	0.0	0.0	0.0
2011	3.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

1. To provide educational opportunities for Certified Nutrient Management Planners so they have the most current research findings and can take that knowledge to the farmers and have them implement changes on the farm. 2. To revise the existing nutrient management planning process and initiate a computer-based planning tool that will be adopted by all certified planners in WV. 3. To provide training to new employees who want to become Certified Nutrient Management Planners in WV. Continue to improve the curriculum for this fundamental training 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"> <li>● Education Class</li> <li>● Workshop</li> <li>● One-on-One Intervention</li> <li>● Other 1 (research to develop software)</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> </ul>

**15. Description of targeted audience**

Certified Nutrient Management Planners Conservation Agency, NRCS staff, County Agents, Individual farmers

**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	2250	0	0
2008	210	2500	0	0
2009	220	2750	0	0
2010	230	2850	0	0
2011	250	2950	0	0

**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**

To continue providing continuing education classes to certified nutrient management planners enabling them to provide farmers with the "state of the science" information

- 2007 Target: 3
- 2008 Target: 4
- 2009 Target: 3
- 2010 Target: 4
- 2011 Target: 3

**Output Text**

To provide a Fundamentals of Nutrient Management class for newly hired county agents, conservation agency staff, and NRCS staff planning to take the WV nutrient management certification exam

- 2007 Target: 8
- 2008 Target: 8
- 2009 Target: 8
- 2010 Target: 8
- 2011 Target: 8

**Output Text**

To train all certified nutrient management planners to use the computer-based planning tool system and provide updates as new versions come online



2007 Target: 80  
2008 Target: 120  
2009 Target: 80  
2010 Target: 120  
2011 Target: 80

## Outcomes for the Program

### 19. Outcome measures

#### Outcome Text: Awareness created

##### Outcome Text

The number of certified nutrient management planners in WV will increase.

##### Outcome Type: Short

2007 Target: 100  
2008 Target: 110  
2009 Target: 120  
2010 Target: 130  
2011 Target: 150

##### Outcome Text

The number of acres under implemented nutrient management plans will increased.

##### Outcome Type: Medium

2007 Target: 30000  
2008 Target: 50000  
2009 Target: 80000  
2010 Target: 120000  
2011 Target: 150000

##### Outcome Text

The number of certified nutrient management plans in WV will increase.

##### Outcome Type: Medium

2007 Target: 500  
2008 Target: 1000  
2009 Target: 2000  
2010 Target: 5000  
2011 Target: 8000

### 20. External factors which may affect outcomes

- Economy
- Public Policy changes
- Government Regulations
- Other

#### Description

The global price of nitrogen fertilizer is a major driving force to implementing current and demand for new nutrient management plans. The regulatory effects of Concentrated Animal Feeding Operations may cause a rise in workload and complex planning efforts. The last external factor is Farm Bill programs that may or may not have nutrient management as a component of

cost-share programs.

## 21. Evaluation studies planned

- After Only (post program)
- Retrospective (post program)
- Before-After (before and after program)
- During (during program)

### Description

Yearly counts of number of new certified planners, number of nutrient management plans completed in WV, and number of acres under improved management because of the nutrient management planning process.

## 22. Data Collection Methods

- Other

### Description

See above.

### 1. Name of the Planned Program

Community Development Institute East

### 2. Program knowledge areas

- 805 Community Institutions, Health, and Social Services 25 %
- 901 Program and Project Design, and Statistics 10 %
- 607 Consumer Economics 5 %
- 801 Individual and Family Resource Management 10 %
- 603 Market Economics 5 %
- 608 Community Resource Planning and Development 20 %
- 610 Domestic Policy Analysis 10 %
- 803 Sociological and Technological Change Affecting Individuals, Families and Communities 5 %
- 605 Natural Resource and Environmental Economics 5 %
- 602 Business Management, Finance, and Taxation 5 %

### 3. Program existence

- Intermediate (One to five years)

### 4. Program duration

- Long-Term (More than five years)

### 5. Brief summary about Planned Program

The Community Develop Institute East offers an educational and training experience in which a person can develop knowledge and skills to facilitate community planning and development. The program is endorsed by the Community Development Council, a professional certification organization, and consists of three one-week seminars that offer a comprehensive curriculum of professional knowledge and skills in grassroots economic development and capacity building. It is a joint effort of the WVU-ES and the West Virginia Development Office. It is important, and it is being done because traditionally there have been very little education and training opportunities in this area for local officials and community leaders.

### 6. Situation and priorities

Counties and municipalities are increasingly being expected to take action that foster community development and economic development. Eight of the 10 most pressing issues facing local governments were related to development, according to a statewide survey in West Virginia in 2000. This included the five most important issues. Similar surveys in Pennsylvania and New York showed similar results. Meanwhile, in a West Virginia survey in 1996, the top four most important issues were related to development.

### 7. Assumptions made for the Program

The comprehensive program curriculum is designed to meet the increasing challenges facing community developers in today's fast-paced society and is applicable for community leaders from towns and cities of all sizes. CDI East approaches community development as both a process and a program. It seeks to develop an individual's ability to identify community problems, help in goal-setting, encourage interagency cooperation, stimulate community interaction, and bring groups together to support competitive economic development, human resource development and quality of life issues.

### 8. Ultimate goal(s) of this Program

The Community Development Institute (CDI) East was created to train government officials, community leaders, volunteers, and other interested individuals in the processes and programs related to modern community development efforts. As such, it seeks to develop an individual's ability to identify community problems, to set goals, to cooperate with other entities working in the same area, to stimulate community interaction, and to bring groups together to support prudent economic development, human resource development, and quality of life improvements.

### 9. Scope of Program

- 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	1.0	0.0	0.0	0.0
2008	1.0	0.0	0.0	0.0
2009	1.0	0.0	0.0	0.0
2010	1.0	0.0	0.0	0.0
2011	1.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

Three week-long instructional sessions on community development (Beginner (Year I), Intermediate (Year II) and Advanced (Year III)).

**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"> <li>● Education Class</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> <li>● TV Media Programs</li> <li>● Other 1 (any and all indirect means)</li> </ul>

**15. Description of targeted audience**

The target audience for this training is varied. Anyone who works in the area of community development and economic development could benefit from this program.

**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	65	200	0	0
2008	70	225	0	0
2009	70	250	0	0
2010	75	275	0	0
2011	75	300	0	0

**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**

Number of students seeking additional training in community development.

2007 Target: 30  
 2008 Target: 35  
 2009 Target: 40  
 2010 Target: 45  
 2011 Target: 50

**Output Text**

Number of students (graduates) seeking certification.

2007 Target: 4  
 2008 Target: 6  
 2009 Target: 8  
 2010 Target: 10  
 2011 Target: 12

**Output Text**

Number of people who inquire about CDI East.

2007 Target: 80  
 2008 Target: 85  
 2009 Target: 90  
 2010 Target: 95  
 2011 Target: 100

## Outcomes for the Program

### 19. Outcome measures

#### Outcome Text: Awareness created

##### Outcome Text

Number of individuals (participants) come up with a new solution for problems in their community.

##### Outcome Type: Short

2007 Target: 30

2008 Target: 33

2009 Target: 37

2010 Target: 41

2011 Target: 45

##### Outcome Text

Number of individuals (participants) using or applying new skills and knowledge in their communities.

##### Outcome Type: Medium

2007 Target: 25

2008 Target: 30

2009 Target: 34

2010 Target: 37

2011 Target: 40

##### Outcome Text

Number of individuals (participants) who have made positive changes in their communities.

##### Outcome Type: Long

2007 Target: 15

2008 Target: 17

2009 Target: 20

2010 Target: 23

2011 Target: 25

### 20. External factors which may affect outcomes

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

#### Description

The partnership with the West Virginia Development Office must remain viable and external funding must continue to be secured are the two largest external factors.

### 21. Evaluation studies planned

- After Only (post program)
- During (during program)
- Time series (multiple points before and after program)
- Comparison between locales where the program operates and sites without program intervention

### **Description**

Currently, evaluation is done only on the quality of the instruction offered. This is going to be expanded to collect outcome information in order to determine how the teaching and training offered by the institute affects changes made in the community by participants.

### **22. Data Collection Methods**

- Whole population
- Mail
- Structured
- Unstructured
- Case Study
- Journals

### **Description**

We will continue to use the standard evaluation form that examines the quality and (immediate) utility of instruction and other activities associated with the institute.

**1. Name of the Planned Program**

Integrated Pest Management

**2. Program knowledge areas**

- 213 Weeds Affecting Plants 70 %
- 216 Integrated Pest Management Systems 30 %

**3. Program existence**

- Mature (More than five years)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

This is a research program to determine solutions to new pests, weed resistance to pesticides, and invasive species in West Virginia.

**6. Situation and priorities**

Combined losses caused by weeds and other pests may exceed 50% across all crops in West Virginia. Losses from weeds alone in field crops in the state may exceed 75% if left uncontrolled. Conventionally, pesticides are used for managing these pests. Although pesticide use is inevitable, a combination of other strategies to encompass an integrated approach to control pests (IPM) -- including use of GMOs, using disease-tolerant cultivars, rotational grazing, mechanical and biological weed control, etc. -- is actively promoted through various outreach activities to Extension clientele in most counties of the state. Goals and objectives of the program include: (i) To reduce the overall dependence on pesticides for managing pests in agricultural crop production. (ii) To promote the adoption of IPM practices (Prevention, Avoidance, Mitigation, Suppression -- PAMS strategy) in West Virginia crop production. (iii) To reduce crop production costs as a result of adopting IPM.

**7. Assumptions made for the Program**

Weeds will continue to be a major pest in West Virginia. Crop resistance to pesticides evolve over time. New pests emerge from time to time. Invasive species are an emergent issue. Research is required to determine solutions to new pests.

**8. Ultimate goal(s) of this Program**

{NO DATA ENTERED}

**9. Scope of Program**

- 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	1.5	0.0	0.0	0.0
2008	1.5	0.0	0.0	0.0
2009	1.5	0.0	0.0	0.0
2010	1.5	0.0	0.0	0.0
2011	1.5	0.0	0.0	0.0

## Outputs for the Program

### 13. Activity (What will be done?)

1. Pest Management Guide for Field Crops; 2. Spray Bulletin for Commercial Tree Fruits; 3. Fact Sheet on Weed Management;
4. Field days, Demonstrations, Workshops, Research Trials.

### 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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> <li>● Other 1 (Fact sheets)</li> <li>● Other 2 (Web-based information)</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> <li>● Other 1 (Journal Articles)</li> </ul>

### 15. Description of targeted audience

Tree Fruit Growers, Livestock and Hay Producers, Field Crop Producers, Organic Vegetable Producers, Master Gardeners

### 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	500	1000
2008	2000	3000	500	1000
2009	2000	3000	500	1000
2010	2000	3000	500	1000
2011	2000	3000	500	1000

### 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**

90% of growers interviewed will express satisfaction with recommendations provided to them.

2007 Target: 120  
 2008 Target: 150  
 2009 Target: 200  
 2010 Target: 200  
 2011 Target: 250

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Growers will use more reduced-risk pesticides

**Outcome Type: Medium**

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

**Outcome Text**

Multiple control strategies will be implemented by growers for weed management

**Outcome Type: Long**

2007 Target: 100  
 2008 Target: 150  
 2009 Target: 150  
 2010 Target: 200  
 2011 Target: 250

**Outcome Text**

Reduction in pest (weed) levels will be documented

**Outcome Type:** Long

2007 Target: 5  
2008 Target: 5  
2009 Target: 10  
2010 Target: 10  
2011 Target: 10

**Outcome Text**

Financial gains obtained by undertaking control recommendations will increase. Baseline to be collected.

**Outcome Type:** Short

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**20. External factors which may affect outcomes**

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Government Regulations
- Competing Programmatic Challenges

**Description**

Extremities in weather conditions may result in a change in pest dynamics. The number of resources set aside for pest management may be affected by drastic changes in the economy. Government regulations on pesticide use and registration or discontinuation of pesticides may affect the outcome of IPM programming. If programmatic focus shifts, the outcome may also be affected in a similar manner.

**21. Evaluation studies planned**

- Before-After (before and after program)
- Other

**Description**

Results of program will be documented by interviewing representative samples. Changes in dynamics of weeds will be monitored on the basis on specimens sent for identification and control recommendations. Crop yield patterns and resources spent in pest management will be recorded and correlated to determine effectiveness of programming.

**22. Data Collection Methods**

- Sampling
- Telephone
- Observation

**Description**

Sampling and observations will be documented to record changes in weed pressure in pasture. Telephone surveys/interviews will be carried out to determine the effectiveness of IPM programming. Telephone interviews of pesticide dealers will be carried out to determine shifts in pesticide use by growers. Changes to use of reduced-risk pesticides will also be documented.

**1. Name of the Planned Program**

Animals and Handwashing

**2. Program knowledge areas**

- 802 Human Development and Family Well-Being 100 %

**3. Program existence**

- New (One year or less)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

The program promotes the use of handwashing signage at public events involving animals such as petting zoos and county fairs. Handwashing is a key, often overlooked as a behavior that is important for food safety, disease prevention, and personal health.

**6. Situation and priorities**

"Handwashing is the single most effective way to prevent getting sick" (CDC). The Centers for Disease Control and Prevention reports 9.3 million illnesses a year can be prevented with proper and frequent handwashing. We developed a program to encourage handwashing after touching animals, especially in such locations as petting zoos and county fairs.

**7. Assumptions made for the Program**

It is a very simple but effective and practical approach to encouraging children and their parents to wash their hands after touching animals. County fair boards have indicated a strong interest in participating in this project. Efforts to secure funding through the WV legislature are currently under way.

**8. Ultimate goal(s) of this Program**

The goal of the project is to increase the awareness of the importance of handwashing, especially after touching animals.

**9. Scope of Program**

- 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	1.0	0.0	0.0	0.0
2008	0.5	0.0	0.0	0.0
2009	0.5	0.0	0.0	0.0
2010	0.3	0.0	0.0	0.0
2011	0.1	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

- We put handwashing signs at county and state fairs. -- Distributed handwashing cards at booths at county and state events. -
- Made presentations at state and national Extension conferences.

**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"> <li>● One-on-One Intervention</li> <li>● Other 1 (distribution of)</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Newsletters</li> <li>● Other 1 (radio)</li> <li>● Other 2 (newspapers)</li> </ul>

**15. Description of targeted audience**

Children and their families.

**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	20000	0	100000	0
2008	20000	0	100000	0
2009	20000	0	100000	0
2010	20000	0	100000	0
2011	20000	0	100000	0

**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**

People learning about the importance of handwashing at public events.

2007 Target: 80000  
 2008 Target: 80000  
 2009 Target: 80000  
 2010 Target: 80000  
 2011 Target: 80000

**Output Text**

Counties participating in the program

2007 Target: 40  
 2008 Target: 45  
 2009 Target: 50  
 2010 Target: 55  
 2011 Target: 55

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

People washing their hands at public events.

**Outcome Type:** Short

2007 Target: 60000  
 2008 Target: 60000  
 2009 Target: 60000  
 2010 Target: 60000  
 2011 Target: 60000

**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**

{NO DATA ENTERED}

**21. Evaluation studies planned**

- After Only (post program)
- During (during program)
- Time series (multiple points before and after program)
- Comparison between locales where the program operates and sites without program intervention

**Description**

{NO DATA ENTERED}

**22. Data Collection Methods**

- Whole population
- Mail
- Structured
- Unstructured
- Case Study
- Journals

**Description**

{NO DATA ENTERED}

### 1. Name of the Planned Program

Feeder Cattle Marketing

### 2. Program knowledge areas

- 315 Animal Welfare/Well-Being and Protection 2 %
- 603 Market Economics 20 %
- 311 Animal Diseases 5 %
- 601 Economics of Agricultural Production and Farm Management 5 %
- 711 Ensure Food Products Free of Harmful Chemicals, Including Residues from Agricultural and Other Sources 3 %
- 604 Marketing and Distribution Practices 60 %
- 401 Structures, Facilities, and General Purpose Farm Supplies 5 %

### 3. Program existence

- Mature (More than five years)

### 4. Program duration

- Long-Term (More than five years)

### 5. Brief summary about Planned Program

{NO DATA ENTERED}

### 6. Situation and priorities

The beef industry in West Virginia is characterized by small farms where one or more members of the household work off the farm. Smaller farmers have difficulty marketing their products because they lack the critical mass required for many marketing strategies. The program will emphasize the pooling of producer resources, cattle, labor, facilities, and knowledge, which will allow smaller producers to be competitive in today's market place. Assisting producers with current and future compliance with market regulations and requirements allowing access to an expanded market will be a major priority. Program objectives will include educational outreach concerning animal identification, source and process verification, animal health, biosecurity, animal welfare, and market economics.

### 7. Assumptions made for the Program

Feeder cattle marketing pools, board sales, and Web-based and internet sales will expand the market for WV beef producers. The formation of marketing pools has enhanced education of and economic returns to producers. The marketing pools have assisted with development of marketing identity and target markets such as "all natural," source and process verified, and prescribed health or genetic programs to reach markets unattainable to individual producers. As consolidation continues in the beef industry and more export regulations are introduced, producers will need assistance with staying in compliance or face a loss of market opportunity. The best management practices will have to be learned and adopted by producers for WV to maintain a competitive market advantage.

### 8. Ultimate goal(s) of this Program

{NO DATA ENTERED}

### 9. Scope of Program

- In-State Extension
- In-State Research
- 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	2.2	0.0	0.0	0.0
2008	2.2	0.0	0.0	0.0
2009	2.5	0.0	0.0	0.0
2010	2.5	0.0	0.0	0.0
2011	2.5	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

1. Special Graded Feeder Cattle Sales, Board Sales, Teleauction, Internet Sales (Yearling and Calves). 2. WV State Livestock Roundup ( Youth). 3. Beef Quality Assurance Certification and Process Verification Training and Certification. This will include train-the-trainer programming and producer certification training. Producer audits will be conducted to assist producers with compliance. 4. Producers will be encouraged to participate in local marketing pools. Expansion of marketing pools in the region will be a priority. 5. Short courses, symposiums, field days, tours, local livestock meetings will be used to advance the knowledge of regional feeder cattle producers. 6. Curriculum will be developed and delivered (with the Forage team) to improve the utilization of forage resources particularly in weaning programs, stocker and backgrounding programs.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> <li>● Other 1 (e-mail)</li> <li>● Other 2 (web site/direct mail)</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Newsletters</li> <li>● Web sites</li> <li>● Other 1 (flyer, trade show displays)</li> </ul>

**15. Description of targeted audience**

Regional Livestock producers, Extension Agents, Market Managers, Volunteers, Youth Livestock Exhibitors

**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	4500	24000	200	400
2008	4550	25000	200	400
2009	5500	32000	250	400
2010	5550	35000	275	500
2011	5500	36000	300	500

**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**

Special Graded Feeder Sales, Quality Assurance Sales (Number of Sales Conducted)

2007 Target: 20  
 2008 Target: 25  
 2009 Target: 25  
 2010 Target: 30  
 2011 Target: 30

**Output Text**

USDA Source and Process Verification Certification Training (Programs)

2007 Target: 10  
 2008 Target: 12  
 2009 Target: 12  
 2010 Target: 5  
 2011 Target: 5

**Output Text**

Feeder Cattle Marketing Workshops and Programs

2007 Target: 15  
 2008 Target: 20  
 2009 Target: 30  
 2010 Target: 40  
 2011 Target: 50

**Output Text**

Annual Economic Analysis of Special Feeder Sales and Programs

2007 Target: 1  
2008 Target: 1  
2009 Target: 1  
2010 Target: 1  
2011 Target: 1

**Output Text**

Develop and deliver curriculum for forage utilization in weaning programs

2007 Target: 5  
2008 Target: 5  
2009 Target: 6  
2010 Target: 6  
2011 Target: 5

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Increase in producers adopting nontraditional marketing

**Outcome Type:** Long

2007 Target: 200  
2008 Target: 300  
2009 Target: 300  
2010 Target: 350  
2011 Target: 400

**Outcome Text**

Increase of producers participating in USDA Source and Process Verification

**Outcome Type:** Medium

2007 Target: 200  
2008 Target: 200  
2009 Target: 300  
2010 Target: 350  
2011 Target: 400

**Outcome Text**

Increase value of feeder cattle 10 % over traditional markets

**Outcome Type:** Long

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**Outcome Text**

Improved reputation of WV feeder cattle and market access

**Outcome Type:** Long

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**20. External factors which may affect outcomes**

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

**Description**

Government regulations and policy can change the marketplace with a change in animal health or disease alerts or quarantines. A change in energy policy or continued increase in cost will affect the market drastically due to transportation of cattle feed resources and fertilizers. Natural disasters such as droughts, floods, and hurricanes tend to have a long-term effect on regional markets.

**21. Evaluation studies planned**

- During (during 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**

Evaluations will be conducted via graduate student analysis of data, market surveys, and producer audits. Participation in marketing programs and annual economic analysis of data will be performed.

**22. Data Collection Methods**

- Mail
- Telephone
- Observation
- Other

**Description**

See Above

## 1. Name of the Planned Program

Beef Quality Assurance

## 2. Program knowledge areas

- 806 Youth Development 5 %
- 311 Animal Diseases 15 %
- 711 Ensure Food Products Free of Harmful Chemicals, Including Residues from Agricultural and Other Sources 15 %
- 308 Improved Animal Products (Before Harvest) 20 %
- 312 External Parasites and Pests of Animals 5 %
- 307 Animal Management Systems 15 %
- 401 Structures, Facilities, and General Purpose Farm Supplies 15 %
- 315 Animal Welfare/Well-Being and Protection 10 %

## 3. Program existence

- Mature (More than five years)

## 4. Program duration

- Long-Term (More than five years)

## 5. Brief summary about Planned Program

The BQA program is an excellent tool for teaching local livestock producers how to incorporate best management practices concerning animal health, genetic improvement, animal welfare, biosecurity, and nutritional management with a focus on producing a safe, quality product that ensures a good eating experience for the consumer. The program provides for direct contacts with the producers and provides hands-on opportunity. The BQA program is a prerequisite for many other cattle marketing and production programs. The two-year recertification component provides the opportunity to keep producers abreast of new technology and methods of production.

## 6. Situation and priorities

The beef cattle industry every five years conducts quality audits as a means of addressing problems that affect product quality, food safety, and consumer demand. The beef quality assurance is a national volunteer program to address the concerns of the industry and to serve as an on-farm HCIP program. The BQA program is an excellent tool for teaching local livestock producers how to incorporate best management practices concerning animal health, genetic improvement, animal welfare, biosecurity, and nutritional management with a focus on producing a safe, quality product that ensures a good eating experience for the consumer. Teaching allows for direct contacts with the producers and provides hands-on opportunity.

## 7. Assumptions made for the Program

The BQA program has been well-received by beef and dairy producers who are conscious of producing a quality product. The BQA program is just one vehicle that can be used to teach best management practices to both adults and youths producing livestock. It is a regional programming effort that allows for sharing of resources and provides consistency and uniformity in the training programs. The BQA program has become a prerequisite for many other cattle marketing and production programs. The two-year recertification component provides the opportunity to keep producers abreast of new technology and methods of production.

## 8. Ultimate goal(s) of this Program

Beef producers in West Virginia will utilize new technologies and methods of production and will increase their sales of beef.

## 9. Scope of Program

- 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	1.2	0.0	0.0	0.0
2008	1.2	0.0	0.0	0.0
2009	1.2	0.0	0.0	0.0
2010	1.5	0.0	0.0	0.0
2011	1.5	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

1. Beef & Dairy Quality Assurance Certification Programs. 2. Development of curriculum, handbook, and teaching materials. 3. Research Activities - Access to knowledge and acceptance by producers. 4. QA audits to evaluate best management practices adopted.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● One-on-One Intervention</li> <li>● Other 1 (fact sheets, posters)</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> <li>● Web sites</li> <li>● Other 1 (trade show displays, posters)</li> </ul>

**15. Description of targeted audience**

The target audience is beef and dairy producers -- both adult and youth -- Extension agents, and specialists for trainers.

**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	400	1600	100	200
2008	425	1600	400	600
2009	450	1800	900	1200
2010	475	1900	1200	1500
2011	500	2000	1400	2000

**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**

Increase the number of youths involved in the program

2007 Target: 100  
 2008 Target: 400  
 2009 Target: 900  
 2010 Target: 1200  
 2011 Target: 1600

**Output Text**

Dairy Beef Certification Trainings

2007 Target: 12  
 2008 Target: 15  
 2009 Target: 18  
 2010 Target: 20  
 2011 Target: 20

**Output Text**

Develop Youth Quality Assurance Program and conduct youth workshops

2007 Target: 10  
 2008 Target: 20  
 2009 Target: 20  
 2010 Target: 30  
 2011 Target: 30

**Output Text**

Provide in-service and train-the-trainer opportunities

2007 Target: 2  
2008 Target: 2  
2009 Target: 2  
2010 Target: 3  
2011 Target: 3

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

BQA Trainers will conduct Level I trainings following in-service

**Outcome Type:** Medium

2007 Target: 4  
2008 Target: 5  
2009 Target: 5  
2010 Target: 5  
2011 Target: 0

**Outcome Text**

Producers adopt at least 3 new BQA practices after training

**Outcome Type:** Medium

2007 Target: 25  
2008 Target: 25  
2009 Target: 30  
2010 Target: 30  
2011 Target: 30

**Outcome Text**

Producers realize a market advantage because of BQA certification

**Outcome Type:** Long

2007 Target: 20  
2008 Target: 50  
2009 Target: 50  
2010 Target: 60  
2011 Target: 80

**Outcome Text**

BQA enhances the reputation of WV feeder cattle as determined from buyer surveys



**Outcome Type:** Long

2007 Target: 5

2008 Target: 5

2009 Target: 5

2010 Target: 5

2011 Target: 5

**20. External factors which may affect outcomes**

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

**Description**

Natural disasters, economy, and external funding for the BQA program could affect program delivery, particularly certification programs.

**21. Evaluation studies planned**

- After Only (post program)
- During (during program)
- Comparisons between program participants (individuals,group,organizations) and non-participants

**Description**

Producer audits are planned for 10% of the certified producers each year. Producers who are required to be certified as a prerequisite will be audited annually. Periodic survey will be conducted to determine how to reach producers who have elected not to attend the certification programs.

**22. Data Collection Methods**

- Mail
- Telephone
- On-Site
- Observation

**Description**

Same as above

**1. Name of the Planned Program**

Aquaculture

**2. Program knowledge areas**

- 604 Marketing and Distribution Practices 10 %
- 134 Outdoor Recreation 10 %
- 307 Animal Management Systems 25 %
- 402 Engineering Systems and Equipment 5 %
- 903 Communication, Education, and Information Delivery 50 %

**3. Program existence**

- Mature (More than five years)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

West Virginia residents have access to water and proximity to markets that will support an aquaculture industry. Development of an aquaculture industry in WV will require wise use of our natural, human, and technological resources. We seek to transfer technology and information in a manner that will empower residents to undertake this new form of agriculture.

**6. Situation and priorities**

Aquaculture represents an opportunity to impact economic development, health, and the quality of life for WV residents. This is a good fit with Goal 5 in the WVU 2010 plan.

**7. Assumptions made for the Program**

Proper management of water resources in a sustainable fashion can result in products that can contribute supplementary income to landowners and to their quality of life. In the process of growing and selling fish, impacts may accrue to the community, the tourism industry, and through production of healthful foods.

**8. Ultimate goal(s) of this Program**

1. Decrease dependence on imported seafood. 2. Increase income to rural WV residents. 3. Improve quality of life for WV residents and visitors.

**9. Scope of Program**

- 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	3.0	0.0	0.0	0.0
2008	3.0	0.0	0.0	0.0
2009	3.0	0.0	0.0	0.0
2010	3.0	0.0	0.0	0.0
2011	3.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

-- Meetings & Workshops - including the Aquaculture Forum. -- Site Visits - Individual consultation at locations around the state, developing resources, developing partnerships, responding to specific needs. -- Publications - Develop and distribute publications and curriculum. -- Presentations & Displays - presenting useful information in a variety of venues.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Demonstrations</li> <li>● Other 1 (site visits)</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> <li>● Web sites</li> <li>● Other 1 (publications)</li> </ul>

**15. Description of targeted audience**

Tourists, fishermen, growers, suppliers, and their customers. People who purchase aquaculture products and those who supply them.

**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	1500	30000	100	250
2008	1500	30000	100	250
2009	1500	30000	100	250
2010	1500	30000	100	250
2011	1500	30000	100	250

**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**

Meetings, Workshops & demonstrations.

2007 Target: 30  
 2008 Target: 30  
 2009 Target: 30  
 2010 Target: 30  
 2011 Target: 30

**Output Text**

Dissemination of literature & information.

2007 Target: 400  
 2008 Target: 400  
 2009 Target: 400  
 2010 Target: 400  
 2011 Target: 400

**Output Text**

Site visits.

2007 Target: 200  
 2008 Target: 200  
 2009 Target: 200  
 2010 Target: 200  
 2011 Target: 200

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Target audience will gain information about managing water resources.

**Outcome Type:** Short

2007 Target: 400  
2008 Target: 400  
2009 Target: 400  
2010 Target: 400  
2011 Target: 400

**Outcome Text**

Individuals will manage their water resources effectively.

**Outcome Type:** Medium

2007 Target: 200  
2008 Target: 200  
2009 Target: 200  
2010 Target: 200  
2011 Target: 200

**Outcome Text**

The NASS value of trout sold in WV will increase. Baseline data will be collected in the future.

**Outcome Type:** Long

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**20. External factors which may affect outcomes**

- Natural Disasters (drought, weather extremes, etc.)
- Appropriations changes

**Description**

If the soft money we rely on is no longer available, we will not be able to deliver the services necessary to run the program. Drought will influence the water supply.

**21. Evaluation studies planned**

- After Only (post program)
- Before-After (before and after program)
- Case Study

**Description**

NASS, Collate impact report data from county agents and specialists, and track number of hits on the aquaculture Web site. Surveys are taken annually at the aquaculture forum. Evaluations at individual events.

**22. Data Collection Methods**

- Sampling
- On-Site
- Case Study
- Observation
- Tests
- Journals

**Description**

NASS, Collate impact report data from county agents and specialists. Track number of hits on the aquaculture Web site. Surveys are taken annually at the Aquaculture Forum.

**1. Name of the Planned Program**

Energy Express

**2. Program knowledge areas**

- 802 Human Development and Family Well-Being 40 %
- 704 Nutrition and Hunger in the Population 20 %
- 806 Youth Development 40 %

**3. Program existence**

- Mature (More than five years)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

Children from low-income communities often experience a “summer slide.” Energy Express is a six-week summer program that helps children to maintain reading skills and nutritional status. AmeriCorps Members are engaged to work with children and volunteers who support the children’s learning.

**6. Situation and priorities**

Reading is the foundation of all learning. Four of every 6 children in West Virginia experience difficulty reading. Poor readers at the end of fourth grade comprise an overwhelming percentage of school dropouts, juvenile delinquents, and prison inmates. Poor children lose reading skills during the summer.

**7. Assumptions made for the Program**

Energy Express has a proven track record documenting impact. Yearly evaluations show a consistent 3.5-month gain in reading achievement during the six-week summer program. The program has well-developed training materials based on research and best practices. Communities can form collaborations for program planning and implementation; this results in shared ownership and sustainability. College students are willing to serve.

**8. Ultimate goal(s) of this Program**

To promote the school success of children living in low-income communities

**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	9.0	0.0	0.0	0.0
2008	9.0	0.0	0.0	0.0
2009	9.5	0.0	0.0	0.0
2010	9.5	0.0	0.0	0.0
2011	9.5	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

1. Comprehensive training of county contacts, site coordinators, and AmeriCorps Members prior to program. On-going training of AmeriCorps members and volunteers during the program. 2. Six-week summer program focused on making reading meaningful and fun and providing lots of opportunities for practice. 3. Six weeks of breakfast and lunch providing 58% of children’s daily requirements and served family-style. 4. Frequent reflections with AmeriCorps Members to support service learning. 5. Planning, implementing, and evaluating by local collaboratives. 6. Volunteers actively engaged in children’s learning.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> </ul>	<ul style="list-style-type: none"> <li>● Other 1 (web-based resources)</li> </ul>

**15. Description of targeted audience**

Low-income children entering first through sixth grades

**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	3040	0	3300	0
2008	3040	0	3300	0
2009	3050	0	3380	0
2010	3050	0	3380	0
2011	3070	0	3480	0

**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**

Revise program manual

2007 Target: 1  
 2008 Target: 1  
 2009 Target: 1  
 2010 Target: 1  
 2011 Target: 1

**Output Text**

Disseminate program to other sites/counties

2007 Target: 87  
 2008 Target: 88  
 2009 Target: 89  
 2010 Target: 90  
 2011 Target: 90

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Increase in number of children who gain reading skills

**Outcome Type:** Short

2007 Target: 1980  
 2008 Target: 1980  
 2009 Target: 2028  
 2010 Target: 2028  
 2011 Target: 2088

**Outcome Text**

Increase in number of AmeriCorps Members who gain in personal efficacy and commitment to community service

**Outcome Type:** Medium

2007 Target: 361  
2008 Target: 361  
2009 Target: 368  
2010 Target: 368  
2011 Target: 375

**Outcome Text**

Continued support and sustainability measured by continued funding

**Outcome Type:** Long

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**20. External factors which may affect outcomes**

- Appropriations changes
- Public Policy changes
- Competing Public priorities
- Competing Programmatic Challenges

**Description**

AmeriCorps is the largest funder; changes in priorities and appropriations can impact funding. National and state educational priorities and mandates for certain approaches to summer learning could present competing initiatives. Extension agents have other demands in the summer.

**21. Evaluation studies planned**

- After Only (post program)
- Before-After (before and after program)
- During (during program)
- Time series (multiple points before and after program)

**Description**

Pre- and post- children's reading achievement with stratified random sample. Pre- and post- personal efficacy and commitment to community service of AmeriCorps members. Process data collected during program for descriptive purposes.

**22. Data Collection Methods**

- Sampling
- Whole population
- Mail
- Telephone
- On-Site
- Tests

**Description**

Standardized tests, surveys, observation, existing data, personal reflections

**1. Name of the Planned Program**

Career Preparation

**2. Program knowledge areas**

- 801 Individual and Family Resource Management 35 %
- 802 Human Development and Family Well-Being 30 %
- 806 Youth Development 35 %

**3. Program existence**

- Intermediate (One to five years)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

This program is designed to provide labor and workforce education to at-risk youth, both in-school and out-of-school, and for lower-income adults. This will be done by teaching classes at area high school's, middle schools, labor councils and for at-risk youth. Why: to improve the workforce development skills of youths or adults who will be making the transition from school to college or to work.

**6. Situation and priorities**

Many youths in southern West Virginia, as elsewhere, are high school dropouts or marginal students with low job skills, lack of proper work ethic, and disconnections from career opportunities. Many of these youths do not possess the ability to engage in future job preparation.

**7. Assumptions made for the Program**

At-risk and low-income youths and adults, including high school dropouts, can improve their career and job opportunities with training and mentoring in job interviewing, resume preparation, and career preparation knowledge and skills.

**8. Ultimate goal(s) of this Program**

1. Youths and adults which will use skill to get good jobs. 2. High school students will make a successful transition to college. 3. Middle school students will improve their WV Labor History knowledge. 4. Youths will have fewer ATV accidents that could cause injury or death.

**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	0.3	0.0	0.0	0.0
2008	0.3	0.0	0.0	0.0
2009	0.3	0.0	0.0	0.0
2010	0.3	0.0	0.0	0.0
2011	0.3	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

Class and workshops: Resume Writing, Interview Skills, Social Security, Labor History, ATV Safety.

**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"> <li>● Education Class</li> <li>● Workshop</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> </ul>

**15. Description of targeted audience**

At-risk and low-income youths and adults. Includes high school dropouts and those with a maximum of high school/ GED diploma.

**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	50	50	300	300
2008	60	60	300	300
2009	60	60	350	350
2010	75	75	350	350
2011	75	75	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**

Youth participants in career/job/resume writing classes.

2007 Target: 200  
 2008 Target: 200  
 2009 Target: 200  
 2010 Target: 200  
 2011 Target: 200

**Output Text**

Middle school participants in labor history classes.

2007 Target: 150  
 2008 Target: 150  
 2009 Target: 150  
 2010 Target: 150  
 2011 Target: 150

**Output Text**

Youth participants in ATV safety classes

2007 Target: 100  
 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**

Percent of participants who will increase knowledge of career, job, resume writing, and interviewing skills.

**Outcome Type:** Short

2007 Target: 90  
2008 Target: 90  
2009 Target: 90  
2010 Target: 90  
2011 Target: 90

**Outcome Text**

Increase in participants getting jobs.

**Outcome Type:** Medium

2007 Target: 25  
2008 Target: 35  
2009 Target: 50  
2010 Target: 75  
2011 Target: 100

**Outcome Text**

Percent of decrease in high school dropout rate in the target area.

**Outcome Type:** Medium

2007 Target: 5  
2008 Target: 6  
2009 Target: 6  
2010 Target: 7  
2011 Target: 8

**20. External factors which may affect outcomes**

- Economy
- Populations changes (immigration,new cultural groupings,etc.)
- Other

**Description**

School success by at-risk, low-income students is based on many factors. A person's opportunities for success often depend on access to resouces.

**21. Evaluation studies planned**

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

**Description**

Pre- and post-assessments of knowledge gained. Pre- and post-surveys of dropout rates, GED and job attainment.

**22. Data Collection Methods**

- Telephone
- On-Site
- Structured
- Unstructured
- Case Study

**Description**

Pre- and post-assessments of knowledge gained. Pre- and post-surveys of dropout rates, GED and job attainment. Qualitative case studies will explored.

**1. Name of the Planned Program**

Post Secondary Opportunity

**2. Program knowledge areas**

- 806 Youth Development 100 %

**3. Program existence**

- Mature (More than five years)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

{NO DATA ENTERED}

**6. Situation and priorities**

West Virginia has one of the lowest college-going rates in the United States. Only 41% of high school graduates continue their education beyond high school. Of these 40% who attempt postsecondary education, there is a 59% college dropout rate. According to the 1990 U.S. Census, West Virginia ranked last in the percentage of high school graduates who entered college and almost last in the nation in per capita income. Research conducted by several Extension agents with the West Virginia Extension Service revealed that students need to be involved in programs that directly connect higher education and public schools. This involvement enhances their prospects for obtaining skills required in the modern labor market. Also, if youths are living with single parents, are in a minority group, have low incomes, or have parents with limited educations, they are less likely to see themselves as being able to pursue education beyond high school. The research indicates that these youths need access to procedures for college preparation and access to college campuses. Also there is a need for a mentor/mentee role in their lives, coupled with being involved in extracurricular service activities (England, Whitt, and McGrady, unpublished, 1998.)

**7. Assumptions made for the Program**

West Virginia is the only state that encourages 4-H enrollment to the age of 21 years. Existing programs such as Young Adult Conference, and as many as 12 organized WV colleges and universities encourage involvement in collegiate and postsecondary 4-H. An engaged group of youths is involved annually in camping programs as Volunteer Camping Assistants. They actively participate in a five-day, intensive training focused on mentoring and understanding youth development.

**8. Ultimate goal(s) of this Program**

Increase the number of West Virginia high school students who go to college. Increase the retention rate of students in West Virginia colleges and universities.

**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	0.0	0.0	0.0
2008	0.0	0.0	0.0	0.0
2009	0.0	0.0	0.0	0.0
2010	0.0	0.0	0.0	0.0
2011	0.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

1. Number of counties served by the program. 2. Number of teens using career related curriculum. 3. Number of counties collaborating with WVUES to provide career and college information to school-age youths.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> <li>● Other 1 (campus)</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> <li>● Web sites</li> <li>● Other 1 (internet)</li> </ul>

**15. Description of targeted audience**

Middl, school, high school, and college-age students

**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	0	0	0	0
2008	0	0	0	0
2009	0	0	0	0
2010	0	0	0	0
2011	0	0	0	0

**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**

Provide personal development opportunities for high school youths.

2007 Target: 0  
 2008 Target: 0  
 2009 Target: 0  
 2010 Target: 0  
 2011 Target: 0

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Increase awareness of programs and opportunities for middle and high school age youths to pursue postsecondary education

**Outcome Type:** Short

2007 Target: 0  
 2008 Target: 0  
 2009 Target: 0  
 2010 Target: 0  
 2011 Target: 0

**Outcome Text**

Increase number of high school graduates pursuing a postsecondary education

**Outcome Type:** Medium

2007 Target: 0  
 2008 Target: 0  
 2009 Target: 0  
 2010 Target: 0  
 2011 Target: 0

**Outcome Text**

Increase number of graduates from postsecondary programs in West Virginia

**Outcome Type:** Long

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**Outcome Text**

Increase number of postsecondary-age youth who are satisfied with career and personal success development opportunities and life balance

**Outcome Type:** Long

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**20. External factors which may affect outcomes**

- Economy
- Public Policy changes
- Government Regulations
- Populations changes (immigration,new cultural groupings,etc.)

**Description**

Availability of financial aid scholarships. Employment opportunities.

**21. Evaluation studies planned**

- Before-After (before and after program)
- Case Study
- Comparisons between program participants (individuals,group,organizations) and non-participants

**Description**

Comparison between program participants and non-participant to discover if this does make a difference in the college-going rate and retention. Case studies of self -eported success stories.

**22. Data Collection Methods**

- Sampling
- On-Site
- Case Study

**Description**

Case studies will be used to capture the real-world stories involving individual student's challenges, interventions, and outcomes toward postsecondary education.

**1. Name of the Planned Program**

Earned Income Tax Credit (EITC) Project

**2. Program knowledge areas**

- 806 Youth Development 10 %
- 801 Individual and Family Resource Management 40 %
- 802 Human Development and Family Well-Being 40 %
- 607 Consumer Economics 10 %

**3. Program existence**

- New (One year or less)

**4. Program duration**

- Medium Term (One to five years)

**5. Brief summary about Planned Program**

The program participants will distribute EITC educational/promotional materials through the university, state, and county Extension network. They will help publicize the new Welfare Peer Technical Assistance Network, recruit volunteers to help staff VITA sites, and train-the-trainer workshops. Participants will also prepare fact sheets and study topics related to EITC and financial education, as appropriate.

**6. Situation and priorities**

In West Virginia, 47 percent of families have low incomes and 20 percent of all families live in poverty. Forty-nine percent of low-income families in West Virginia include at least one parent who is working full time. The Internal Revenue Service reports that more than 33,000 families in West Virginia who are eligible for EITC do not file for it. The Earned Income tax Credit. (EITC) can be a means by which low-income West Virginians can help move their lives toward self-sufficiency. However, thousands of families in the state do not know or do not understand that they can receive this refund.

**7. Assumptions made for the Program**

Communications and social agency representatives can form coalitions for the public good. Small-scale funding is available to continue helping support this project for several years. Skilled and caring people are engaged in this work. There is a base of volunteers who will provide technical assistance.

**8. Ultimate goal(s) of this Program**

West Virginia families will apply for EITC credit and improve their standard of living with the refund.

**9. Scope of Program**

- 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	0.3	0.0	0.0	0.0
2008	0.3	0.0	0.0	0.0
2009	0.3	0.0	0.0	0.0
2010	0.3	0.0	0.0	0.0
2011	0.3	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

-- Distribute EITC educational/promotional materials through its university, state, and county extension network. -- Help publicize the new Welfare Peer Technical Assistance Network. -- Recruit volunteers to help staff VITA sites, and train-the-trainer workshops. -- Prepare fact sheets and study topics related to EITC and financial education, as appropriate.

**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"> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Newsletters</li> <li>● TV Media Programs</li> </ul>

**15. Description of targeted audience**

Low -ncome, working West Virginians who are eligible to apply for the EITC Refund.

**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	500	5000	10	50
2008	600	6000	20	60
2009	700	7000	25	75
2010	800	8000	30	90
2011	1000	10000	40	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**

Fact sheets related to EITC and financial planning

2007 Target: 1  
 2008 Target: 1  
 2009 Target: 1  
 2010 Target: 1  
 2011 Target: 1

**Output Text**

Train-the-trainer workshops for volunteers who staff VITA sites

2007 Target: 4  
 2008 Target: 6  
 2009 Target: 8  
 2010 Target: 10  
 2011 Target: 12

**Output Text**

Distribution of EIT educational/promotional materials

2007 Target: 5000  
 2008 Target: 6000  
 2009 Target: 7000  
 2010 Target: 8000  
 2011 Target: 10000

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Increased number of individuals filing for EITC.

**Outcome Type:** Medium

2007 Target: 50  
2008 Target: 75  
2009 Target: 100  
2010 Target: 125  
2011 Target: 150

**Outcome Text**

Increased establishment of savings accounts by low -income individuals and families.

**Outcome Type:** Long

2007 Target: 10  
2008 Target: 20  
2009 Target: 30  
2010 Target: 40  
2011 Target: 50

**20. External factors which may affect outcomes**

- Economy
- Populations changes (immigration,new cultural groupings,etc.)
- Other

**Description**

Our ability to publicize the EITC will influence how many more people take advantage of filing for this refund.

**21. Evaluation studies planned**

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

**Description**

Survey of income tax preparation clients of the Volunteer Income Tax Assistance (VITA) sites partnering with the North Central EITC Coalition. Post-tax-season focus groups among clients to discuss income tax preparation.

**22. Data Collection Methods**

- On-Site
- Structured
- Unstructured

**Description**

Survey of income tax preparation clients of the Volunteer Income Tax Assistance (VITA) sites partnering with the North Central EITC Coalition. Post-tax-season focus groups.

## 1. Name of the Planned Program

Family Nutrition Program

## 2. Program knowledge areas

- 801 Individual and Family Resource Management 10 %
- 702 Requirements and Function of Nutrients and Other Food Components 10 %
- 704 Nutrition and Hunger in the Population 10 %
- 703 Nutrition Education and Behavior 60 %
- 724 Healthy Lifestyle 10 %

## 3. Program existence

- Mature (More than five years)

## 4. Program duration

- Long-Term (More than five years)

## 5. Brief summary about Planned Program

FNP is a multifaceted set of nutrition and physical activity programs intended to improve the health of limited-resource families, youths, and adults. FNP targets the risk factors associated with the rising incidence of cardiovascular disease, diabetes, hypertension, and other chronic diseases. FNP targets limited-resource families living at or below 185% of the federal poverty line and youths attending schools with more than 50% participation in free and reduced-price lunch. This refers to a large percentage of the population that is defined as "working poor." FNP reaches this diverse population by conducting interventions at times and in locations easily accessible to this audience. In 2006, 44 nutrition outreach instructors, 44 Extension agents, and 1,546 volunteers in 39 counties contribute their time and expertise to deliver the program. Nutrition outreach instructors are trained paraprofessionals who deliver a series of interactive lessons over a period of six weeks to six months. Over the next several years, FNP intends to continue seeking additional funding and attempt to expand throughout WV's 55 counties by providing more direct services as well as implementing new projects designed to impact the environment that has such a negative impact on our health status. FNP continues to provide documented impact data as it continues to grow both fiscally and programmatically. With the increasing amount of attention given to the obesity epidemic, the FNP is a critically important focus of WVU Extension's overall plan to improve the health status of WV's limited-resource population.

## 6. Situation and priorities

Obesity has become an epidemic in the US. Lack of physical activity, poor nutrition habits, and an environment that promotes unhealthy lifestyles must be addressed if we're to address the obesity epidemic. Research has shown a correlation between lower socioeconomic status and overweight/obesity. Several federal programs provide funding to target low-income families. The Family Nutrition Program has multiple stakeholders at the state and federal levels.

## 7. Assumptions made for the Program

The Family Nutrition Program uses a twofold approach of using paraprofessionals to provide a community-based approach of reaching low-income families and helping them to change their behaviors. (Funding is provided for this method through the Expanded Food and Nutrition Education Program.) The second approach is a social marketing approach made available through the Food Stamp Education, Nutrition networks. Both practices have a strong research base and help focus efforts both at the state and local levels.

## 8. Ultimate goal(s) of this Program

a. As a result of attending an FNP session, participants will demonstrate improved dietary quality behaviors. b. As a result of attending an FNP session, participants will demonstrate improved food safety behaviors. c. As a result of attending an FNP session, participants will demonstrate improved food resource management behaviors. d. As a result of attending a FNP session, participants who are eligible for, but not participating in, available support programs will be made aware of their benefits and how to apply.

## 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	17.0	0.0	0.0	0.0
2008	18.0	0.0	0.0	0.0
2009	19.0	0.0	0.0	0.0
2010	20.0	0.0	0.0	0.0
2011	21.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

-- Adult and Youth Nutrition Education Classes conducted. -- Newsletters produced and distributed. -- Video/DVD produced and distributed. -- Health fairs conducted.

**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"> <li>● Education Class</li> <li>● One-on-One Intervention</li> <li>● Demonstrations</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Newsletters</li> <li>● Billboards</li> </ul>

**15. Description of targeted audience**

People who are low-income, are Food Stamp eligible, or earn less than 185% of the Federal Poverty Level.

**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	35000	400000	42000	800000
2008	37000	450000	44000	1000000
2009	40000	500000	46000	1000000
2010	42000	500000	48000	1000000
2011	45000	500000	50000	1000000

**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**

Youth and adult nutrition classes

2007 Target: 500  
 2008 Target: 550  
 2009 Target: 600  
 2010 Target: 650  
 2011 Target: 700

**Output Text**

Newsletters produced and distributed

2007 Target: 6  
 2008 Target: 6  
 2009 Target: 12  
 2010 Target: 12  
 2011 Target: 12

**Output Text**

Video/DVD produced

2007 Target: 1  
 2008 Target: 0  
 2009 Target: 0  
 2010 Target: 0  
 2011 Target: 0

**Output Text**

Health fairs conducted

2007 Target: 35  
2008 Target: 40  
2009 Target: 45  
2010 Target: 50  
2011 Target: 55

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Increase number of all servings of: Bread & Cereal, Fruits and Vegetables, Calcium/Dairy, Protein/Meats

**Outcome Type:** Medium

2007 Target: 800  
2008 Target: 900  
2009 Target: 1000  
2010 Target: 1100  
2011 Target: 1200

**Outcome Text**

Food Security- Access to available healthy foods

**Outcome Type:** Medium

2007 Target: 800  
2008 Target: 900  
2009 Target: 1000  
2010 Target: 1100  
2011 Target: 1200

**Outcome Text**

Food Resource Management - Stretching food dollars throughout the month

**Outcome Type:** Medium

2007 Target: 800  
2008 Target: 900  
2009 Target: 1000  
2010 Target: 1100  
2011 Target: 1200

**Outcome Text**

Increased breads and cereals - 75%

**Outcome Type:** Medium

2007 Target: 800  
2008 Target: 900  
2009 Target: 1000  
2010 Target: 1100  
2011 Target: 1200

**Outcome Text**

Increased fruits and vegetables - 75%

**Outcome Type:** Medium

2007 Target: 800  
2008 Target: 900  
2009 Target: 1000  
2010 Target: 1100  
2011 Target: 1200

**Outcome Text**

Increased calcium/dairy - 75%

**Outcome Type:** Medium

2007 Target: 800  
2008 Target: 900  
2009 Target: 1000  
2010 Target: 1100  
2011 Target: 1200

**Outcome Text**

Increase protein (meat and alternatives) 75%

**Outcome Type:** Medium

2007 Target: 800  
2008 Target: 900  
2009 Target: 1000  
2010 Target: 1100  
2011 Target: 1200

**20. External factors which may affect outcomes**

- Economy
- Appropriations changes
- Government Regulations

**Description**

Available funding will impact ability to provide programming, especially for low-income target audiences.

**21. Evaluation studies planned**

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

**Description**

Follow national systems in place by stakeholders: EFNEP - Evaluation & Reporting System; FSNE - Education and

Administrative Reporting System

**22. Data Collection Methods**

- On-Site
- Case Study

**Description**

{NO DATA ENTERED}

### 1. Name of the Planned Program

WVUES AmeriCorps\*VISTA (A\*V) Project

### 2. Program knowledge areas

- 803 Sociological and Technological Change Affecting Individuals, Families and Communities 10 %
- 801 Individual and Family Resource Management 25 %
- 802 Human Development and Family Well-Being 25 %
- 806 Youth Development 20 %
- 805 Community Institutions, Health, and Social Services 20 %

### 3. Program existence

- Intermediate (One to five years)

### 4. Program duration

- Long-Term (More than five years)

### 5. Brief summary about Planned Program

The West Virginia University Extension Service (WVUES) has many effective programs, as well as the expertise to develop new programs, specifically designed to assist community members who face a variety of negative situations. The problems to be addressed by the project are: First, a lack of connectivity with those in need of assistance, and second, the limited means by which those willing to participate are able to benefit from WVUES programs. The WVUES AmeriCorps\*VISTA Project will first identify the individuals and/or groups that are not currently being served, assess their need, and then devise methods to provide those individuals with meaningful services. An example of such a group is those who are on the free or reduced-price lunch program (i.e. "needy"). These individuals would benefit by participating in a 4-H summer camping program but a report compiled by members of the Reaching the Underserved Team in collaboration with the WV Department of Education shows that overall 52% of WV students fit into this category but only 37% of 4-H campers (2004 data) are classified as needy. One proposed county site has 57% needy and 29% being served at 4-H camp. Bringing more low-income children to a 4-H camp can be addressed by a collaborative effort between an AmeriCorps\*VISTA member and a WVU Extension agent.

### 6. Situation and priorities

The ability of WVU Extension Agents to reach underserved individuals and families is limited by resource availability. Qualified assistance, time, and funding are resources that could enable agents to serve a greater number of hard-to-reach people through Extension programs and services.

### 7. Assumptions made for the Program

AmeriCorps/Vista is valuable mechanism to help Extension offices serve at-risk, underserved, low-income clientele in West Virginia. Extension has the capacity to provide numerous assignments for America/Vista workers throughout the state.

### 8. Ultimate goal(s) of this Program

1. To increase the level of connectivity between WVUES and those in need of assistance. Community members will become aware of all WVUES programs and services. 2. To increase the means by which those willing to participate are able to benefit from WVUES programs. Strategic plans will be developed and implemented to increase participation among community members served by WVUES programs and/or services. 3. To increase WVUES's ability to reach groups and individual who are not currently being served. Additional resources (volunteers, funding, supplies) will be acquired to support WVUES programs and/or services.

### 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	0.5	0.0	0.0	0.0
2008	0.5	0.0	0.0	0.0
2009	0.5	0.0	0.0	0.0
2010	0.5	0.0	0.0	0.0
2011	0.5	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

-- Program proposal development. -- Website design. -- Curriculum development. -- Program establishment and implementation.

**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"> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> <li>● Other 1 (Mentoring site supervision)</li> <li>● Other 2 (Site supervision)</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Other 1 (email contacts)</li> <li>● Other 2 (direct mail)</li> </ul>

**15. Description of targeted audience**

Prospective applicants for AmeriCorp/Vista placements. Extension agents seeking staff assistance.

**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	25	50	10	100
2008	30	60	15	100
2009	35	70	15	150
2010	40	80	20	150
2011	50	100	25	200

**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**

Increase in: Site Supervisors, A\*V Leaders, A\*V Members,

- 2007 Target: 10
- 2008 Target: 20
- 2009 Target: 25
- 2010 Target: 30
- 2011 Target: 35

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Underserved individuals and/or families will have an increased knowledge of Extension programs and services.

**Outcome Type:** Short

- 2007 Target: 50
- 2008 Target: 75
- 2009 Target: 90
- 2010 Target: 100
- 2011 Target: 125

**Outcome Text**

Underserved individuals and/or families will participate at increased levels in Extension Service programs.

**Outcome Type:** Medium

2007 Target: 50  
2008 Target: 75  
2009 Target: 100  
2010 Target: 125  
2011 Target: 150

**Outcome Text**

Underserved individuals and/or families will exhibit increased knowledge and skill level within subject areas of participation.

**Outcome Type:** Long

2007 Target: 50  
2008 Target: 75  
2009 Target: 100  
2010 Target: 150  
2011 Target: 200

**20. External factors which may affect outcomes**

- Economy
- Appropriations changes
- Populations changes (immigration,new cultural groupings,etc.)

**Description**

Continuation and expansion of this program are contingent on external funding. Expansion is contingent on an adequate and growing pool of candidates.

**21. Evaluation studies planned**

- Before-After (before and after program)
- Case Study
- Comparisons between program participants (individuals,group,organizations) and non-participants

**Description**

Pre- and post-studies of knowledge gained. Determination of increase in number of supervisors, staff, volunteers, and recipients of the project.

**22. Data Collection Methods**

- On-Site
- Structured
- Unstructured
- Other

**Description**

Pre- and post-studies of knowledge gained. Determination of increase in supervisors, staff, volunteers, and recipients of the project.



## 1. Name of the Planned Program

4-H Afterschool Program

## 2. Program knowledge areas

- 806 Youth Development 100 %

## 3. Program existence

- Intermediate (One to five years)

## 4. Program duration

- Long-Term (More than five years)

## 5. Brief summary about Planned Program

A major part of the 4-H Afterschool initiative is conducted through partnering with nine afterschool sites in three counties--Cabell, Kanawha, and Mercer--funded through a Children, Youth and Families at Risk grant. This demonstration grant will enable curriculum to be explored and then made available to the rest of the state for use in 4-H Afterschool sites. Objectives of the CYFAR program also include improving professional development of afterschool providers and frequency and quality of parental involvement at sites. In addition to the CYFAR sites, 4-H Afterschool programs are becoming more prevalent throughout the state.

## 6. Situation and priorities

Many of West Virginia's children live in poverty. Of the 402,393 children in West Virginia, 97,781 (24.3%) live in poverty. Only four states have percentages higher in the nation. Kids Count data on key indicators of child well-being report that 50.2% of the children in West Virginia live in low-income families. Many parents do not have jobs that enable them to provide even the most basic needs for their children. For example, 56% of West Virginia's children live with parents who do not have full-time, year-round employment. The unemployment rate in the entire state is 4.9%. West Virginia is both very poor and very rural. Given this, it is evident that many of the basic needs of youths in the state go unmet. One of their greatest unmet needs is afterschool and out-of-school-time programs. Many families do not have access to affordable, supervised and constructive activities during the afterschool or summer hours. During the past year, 300,588 youths between ages 5 and 17 called West Virginia home. Just over 11,000 were enrolled in 21st Century Community Learning Centers afterschool programs. While it is not currently known exactly how many youths do not have access to afterschool programs, it is known that in the past year, more than 20 proposals were received and only one was funded through 21st CCLC funding. The demand for afterschool programs is substantially higher than the number that is currently being served. High illiteracy rates and lack of afterschool activities force youths to either become involved in mischievous activities or spend hours home alone. Unfortunately, the activities that relate to crime, drug use and dealing, and stunts of violence are becoming more of a reality even within the small communities of West Virginia. Afterschool and evening hours have become increasingly difficult times for WV families over the past five years. More and more, families rely on afterschool programs to ensure safety and security for their young children. Nationally, more than 28 million children have parents who work outside of the home, and with welfare reform in full force, that number has continued to increase. However, of those working families, especially here in WV, many are still functioning below the poverty threshold. Many families do not have access to affordable, supervised, and constructive activities in the afterschool hours. As educators, concern about the availability of programs as well as the quality must be considered.

## 7. Assumptions made for the Program

With poverty as prevalent as it is in West Virginia, it stands to follow that many of the afterschool programs have large numbers of children from poverty. Research from the National Research Council clearly shows that the single most important factor affecting successful reading development is a child's socioeconomic status and poverty level. Assessment of academic performance (i.e., achievement tests, school grades) shows that children from low-income families are often less prepared to begin school. Low-income youths rarely are exposed to out-of-school learning or a print environment. This allows for a cumulative regression, especially in reading skills. By the time a low-income child completes seven years of schooling, his more affluent counterparts are at the ninth-grade level while he is at the fourth- or fifth-grade level. Afterschool programs that enhance reading are essential for economically disadvantaged. Often their environment is devoid of any print materials or learning activities. Children who have afterschool programs show significantly higher reading achievement at the end of the school year compared with children in all other patterns of afterschool care. They were rated by teachers as holding greater expectancies of success. In poverty, there exist unique factors that impact the lives of both youths and adults. Access to resources impact children, both socially and academically. Youths lacking certain resources exhibit behaviors that result in

discipline problems ranging from mild to severe. The impact of poverty on students' learning may include a lack of exposure to books, vocabulary, and the world outside their neighborhoods. Youths need a curriculum and instructional methods tailored to their current abilities, along with a rich range of experiences that provide information that they are ready, and possibly even eager, to have. Extending the school day or adding educational programs in the summer can prove helpful improving these opportunities. In addition to changes in working directly with youths, changes in the skills of faculty/staff and volunteers will be the target. Increasing the capacity of Extension to work in afterschool programs and strengthen collaborations with other youth-serving organizations to increase the quality and availability of program is ultimately one of the goals also.

**8. Ultimate goal(s) of this Program**

-- Increase the number of youths attending 4-H afterschool programs. -- Increase the number of adult volunteers engaging in 4-H afterschool programs. -- Increase the number of Extension faculty involved with afterschool programs.

**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	3.0	0.0	0.0	0.0
2008	4.0	0.0	0.0	0.0
2009	5.0	0.0	0.0	0.0
2010	6.0	0.0	0.0	0.0
2011	7.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

1. By partnering with nine afterschool sites in three counties (Cabell, Kanawha and Mercer), improvement of the quality of support for youths and families during the afterschool hours will be obtained. 2. Agents, program assistants, volunteers, and teens will support 4-H afterschool through working directly with youths. 3. Series of educational experiences for youths in afterschool or out-of-school time programs. 4. National 4-H Cooperative Curriculum System, National 4-H Juried Curriculum, and WV 4-H Curriculum materials.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> </ul>

**15. Description of targeted audience**

Youth 5 to 17 involved in afterschool (before school, after school, summer, and out-of-school) programs.

**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	130	260	650	0
2008	150	300	750	0
2009	170	340	850	0
2010	190	380	950	0
2011	200	400	1050	0

**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**

Increase the number of youths involved in 4-H Afterschool programs.

2007 Target: 300  
 2008 Target: 500  
 2009 Target: 1000  
 2010 Target: 1500  
 2011 Target: 2000

**Output Text**

Increase the number of 4-H Afterschool units.

2007 Target: 20  
 2008 Target: 34  
 2009 Target: 67  
 2010 Target: 100  
 2011 Target: 134

**Output Text**

Number of new curriculums created or adopted for use with 4-H Afterschool in the state.

2007 Target: 4  
2008 Target: 8  
2009 Target: 12  
2010 Target: 15  
2011 Target: 15

**Output Text**

Assessment of quality of afterschool programs, improvement of children, communications mechanisms with parents, knowledge and skill of afterschool providers, integration of 4-H materials into afterschool programs.

2007 Target: 5  
2008 Target: 5  
2009 Target: 5  
2010 Target: 5  
2011 Target: 5

**Output Text**

Number of afterschool sites using 4-H materials and programming.

2007 Target: 4  
2008 Target: 8  
2009 Target: 10  
2010 Target: 15  
2011 Target: 20

**Output Text**

4-H afterschool lesson plans implemented.

2007 Target: 10  
2008 Target: 10  
2009 Target: 10  
2010 Target: 10  
2011 Target: 10

**Output Text**

Workshops to train afterschool coordinators and providers.

2007 Target: 3  
2008 Target: 3  
2009 Target: 3  
2010 Target: 3  
2011 Target: 3

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Increased knowledge of subject matter covered in 4-H Afterschool programs.

**Outcome Type:** Medium

2007 Target: 150  
2008 Target: 250  
2009 Target: 500  
2010 Target: 750  
2011 Target: 1000

**Outcome Text**

Percentage of youth participants who increase their academic performance after participating in 4-H afterschool programs.

**Outcome Type:** Medium

2007 Target: 25  
2008 Target: 40  
2009 Target: 55  
2010 Target: 70  
2011 Target: 75

**Outcome Text**

Percentage of youth in CYFAR program improving school attendance.

**Outcome Type:** Medium

2007 Target: 15  
2008 Target: 5  
2009 Target: 5  
2010 Target: 5  
2011 Target: 5

**Outcome Text**

Increased participation of parents involved with the 4-H Afterschool program in the pilot sites

**Outcome Type:** Medium

2007 Target: 15  
2008 Target: 25  
2009 Target: 35  
2010 Target: 45  
2011 Target: 50

**Outcome Text**

Number of afterschool curriculum products used in pilot sites that have improved in quality.

**Outcome Type:** Short

2007 Target: 3  
2008 Target: 6  
2009 Target: 9  
2010 Target: 9  
2011 Target: 9

**Outcome Text**

Number of skills of afterschool providers at pilot sites that are improved.

**Outcome Type:** Short

2007 Target: 4

2008 Target: 8

2009 Target: 10

2010 Target: 15

2011 Target: 20

**20. External factors which may affect outcomes**

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

**Description**

West Virginia is a state of increasing poverty levels, decreasing populations, and decreasing school-age population. Therefore, program resources are a continuous challenge.

**21. Evaluation studies planned**

- Retrospective (post program)
- Before-After (before and after program)
- During (during program)
- Comparison between locales where the program operates and sites without program intervention

**Description**

The CYFAR program is one of the major program initiatives under this area. CYFAR has an extensive evaluation component identified and with the help of Allison Nichols, Extension evaluation specialist, has developed tools for capturing data. Other 4-H Afterschool programs will not be evaluated as rigorously. They will, however, utilize pre/post instruments to document the effectiveness of the instruction. Curriculum developed will be evaluated based on the criteria established by the national juried curriculum screening process.

**22. Data Collection Methods**

- Sampling
- Whole population
- Structured
- Unstructured
- Observation

**Description**

The CYFAR evaluator will use a formative and summative evaluation design and employ a variety of methodologies. Data will be collected on the type and frequency of educational enrichment activities that are offered at each of the CYFAR sites, and data will be used to track progress in this area. Stakeholders, including Extension professionals will be trained in the skills needed to offer afterschool programs. The skills will be assessed using pre- and post- measures. Semi-annual assessment of pilot programs, pre- and post-assessment of grades and/or progress reports, evidence of increased involvement, focus groups to determine afterschool staff's increased skills. General student academic information at each site will be examined to determine progress. Each year, teachers at each site will be asked to examine student grades and other forms of school-based assessment to measure academic progress. Student attendance at school and at the afterschool program will also be analyzed. Parents, teachers, and participants will rate their overall satisfaction with the program. Parents/guardians of the participants will be asked to sign in when coming to the centers and state the reason for the visit. Analysis of the logs will provide data on the number of times parents are involved and the quality of that involvement. Teachers and facilitators will be asked to keep a record of the number and quality of contacts by parents between the center and the parents. These will be analyzed to assess changes in this area.

### 1. Name of the Planned Program

4-H Cloverbud Program

### 2. Program knowledge areas

- 806 Youth Development 100 %

### 3. Program existence

- Intermediate (One to five years)

### 4. Program duration

- Long-Term (More than five years)

### 5. Brief summary about Planned Program

Lack of exposure to out-of-school time learning or a print-rich environment have been identified as factors that put low-income children academically behind other children in school. The 4-H Cloverbud program promotes the development of children between the ages of 5 and 9. Through developmentally age-appropriate experiences, children develop skills that are important to their growth and development. The Cloverbud program helps young children develop confidence, social skills, subject matter knowledge, and physical skills. It is a stepping stone to organized 4-H clubs.

### 6. Situation and priorities

Many of West Virginia's children live in poverty. Of the 402,393 children in West Virginia, 97,781 (24.3%) live in poverty. Only four states have higher percentages. Kids Count data on key indicators of child well-being report that 50.2% of the children in West Virginia live in low-income families. Many parents do not have jobs that enable them to provide even the most basic needs for their children. For example, approximately 27% of the children in WV live in single-parent households. In West Virginia, there are 111,150 children between the ages of 5 and 9 years of age. This represents 27.6% of the total number of children. Children between 5 and 11 represent 51.2% of all the children who live in poverty in the state. With the increase in the number living in poverty, it is clear that families will also struggle with providing quality educational experiences, especially outside of the public school day.

### 7. Assumptions made for the Program

Low-income youths who are rarely exposed to out-of-school time learning or a print-rich environment are academically delayed and continue to be behind their more-affluent counterparts throughout elementary school. This cumulative regression is especially noticeable in reading. The primary goal of the 4-H Cloverbud program is to promote the development of children between the ages of 5 and 9 – mentally, physically, socially, and emotionally. The 4-H Cloverbud program is an informal educational experience through which parents, other interested adults, and youths can help young people develop confidence, social skills, subject matter knowledge, and physical skills. The program allows for and encourages creativity and play. The 4-H Cloverbud program is developmentally age-appropriate. Children are involved in noncompetitive group activities, rather than individual projects. Children of this age are a distinct audience for 4-H, with learning characteristics and developmental needs that are different than those of other children and youths. They are not “mini 4-Hers”; their needs and interests require that activities and events be designed especially for them. Cloverbud groups provide the opportunity for children ages 5-9 to have a chance to be involved in 4-H. Educational materials available to support the program can be used for both short-term and long-term programming. Delivery of the program may occur through sponsorship by organized 4-H club, day camps, school-age programs, afterschool programs, special-interest groups, community and home schools, and individual study. In addition to changes in working directly with youths, changes in the skills of Extension faculty, staff, and volunteers will be the target. Training will increase the capacity of Extension to work with Cloverbuds.

### 8. Ultimate goal(s) of this Program

1. Increase knowledge of youth in subject matter covered in Cloverbud program. 2. Increase the number of Cloverbud participants who become 4-H members. 3. Increase the number of adults who volunteer with Cloverbud and 4-H programs.

### 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	0.3	0.0	0.0	0.0
2008	0.3	0.0	0.0	0.0
2009	0.1	0.0	0.0	0.0
2010	1.0	0.0	0.0	0.0
2011	1.5	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

-- Series of educational experiences for Cloverbud-aged children. -- Cloverbud members involved in their own 4-H Cloverbud clubs and using Cloverbud curriculum. -- Volunteer leaders and program staff trained to work with 5- through 9-year-olds. -- National 4-H Cooperative Curriculum System, National 4-H Juried Curriculum and WV 4-H Cloverbud materials.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> </ul>

**15. Description of targeted audience**

Children 5 to 9 years of age. Educational experiences prior to becoming a 4-H member.

**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	260	0	1300	0
2008	300	0	1500	0
2009	340	0	1700	0
2010	380	0	1900	0
2011	420	0	2100	0

**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**

Increase the number of children involved in Cloverbud Program.

2007 Target: 1300  
 2008 Target: 1500  
 2009 Target: 1700  
 2010 Target: 1900  
 2011 Target: 2100

**Output Text**

Increase the number of 4-H Cloverbud units.

2007 Target: 260  
 2008 Target: 300  
 2009 Target: 340  
 2010 Target: 380  
 2011 Target: 420

**Output Text**

Increase the number of new curriculum and materials created or adopted for use with WV 4-H Cloverbuds.

2007 Target: 3  
 2008 Target: 5  
 2009 Target: 7  
 2010 Target: 10  
 2011 Target: 10

## Outcomes for the Program

### 19. Outcome measures

#### Outcome Text: Awareness created

##### Outcome Text

Increase knowledge in subject matter covered in Cloverbud programs

**Outcome Type:** Medium

2007 Target: 400

2008 Target: 425

2009 Target: 450

2010 Target: 475

2011 Target: 500

##### Outcome Text

Increase the number of Cloverbud participants that go on to become 4-H members.

**Outcome Type:** Medium

2007 Target: 0

2008 Target: 0

2009 Target: 0

2010 Target: 0

2011 Target: 0

##### Outcome Text

Volunteers working with Cloverbuds increase their knowledge of the developmental needs of this age group.

**Outcome Type:** Medium

2007 Target: 250

2008 Target: 275

2009 Target: 300

2010 Target: 325

2011 Target: 350

### 20. External factors which may affect outcomes

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

#### Description

West Virginia is a state of increasing poverty levels, decreasing population, and increasing numbers of single-parent families. Therefore, program resources are a continuous challenge.

### 21. Evaluation studies planned

- Retrospective (post program)
- During (during program)
- Comparison between locales where the program operates and sites without program intervention

### **Description**

The cloverbud experience for children will be evaluated through the use of surveys administered with parents. Curriculum and materials created or adopted will be evaluated based on the criteria established by the national juried curriculum screening process and what is known to be best practices for working with children of this age.

### **22. Data Collection Methods**

- Sampling
- Mail
- On-Site
- Structured
- Unstructured

### **Description**

Parents or guardians of the program participants will be asked to complete a survey related to the educational experience for their children. Analysis of the surveys will provide data on the satisfaction of the parents and program participants related to their involvement. A research study will be administered to parents of Cloverbud participants to determine the types of programs they would be interested in having and the barriers that limit participation. Survey will be submitted for IRB approval, and findings will be shared broadly. The 4-H Curriculum Program Team members will be conducting the research.

## 1. Name of the Planned Program

4-H Community ATV Program

## 2. Program knowledge areas

- 806 Youth Development 100 %

## 3. Program existence

- Intermediate (One to five years)

## 4. Program duration

- Long-Term (More than five years)

## 5. Brief summary about Planned Program

West Virginia has the highest per capita ATV-related death rate in the nation. Over the past three years, an average of 31 deaths per year can be attributed to ATV accidents. The delivery of the 4-H ATV Program focuses on developing socially normal behaviors of safely riding ATVs. This helps youths understand that it is socially acceptable to be well-trained, wear safety gear, ride at appropriate speeds, and avoid risks. Curriculum emphasizes safety issues while enhancing the abilities of participants to think critically and assess risk.

## 6. Situation and priorities

West Virginia has many isolated and rural communities. West Virginia is the second most rural state in the nation, with two-thirds of its population living in communities of fewer than 2,500 people. The Federal Office of Management and Budget has designated 44 of the 55 counties as nonmetropolitan. With this isolationism come major barriers that get in the way of family well-being. According to KIDS COUNT data, 24% of WV's children live in poverty as compared with the national average of 18%. More than 50% of the students attending West Virginia schools are eligible to receive free and reduced-price meals. Since 1990, the number of children in working-poor families has increased by one-third. Schools in the most impoverished communities have a significantly higher dropout rate and lower standardized test scores. Children in low-income areas are substantially less likely to participate in team sports, and school and community clubs. Other the past ten years, the percent of single-parent families in WV increased substantially. This factor alone contributes significantly to increased poverty. In the nation, 80.4% of the persons over the age of 25 are high school graduates, but only 75.2% of West Virginians have graduated. In the publication reporting highlights from the Current Population Survey conducted by the U.S. Census Bureau, it was reported that West Virginia has the lowest high school completion rate in the nation. On the 2000 Census, West Virginia had 14.8% of the population over 25 years of age with a bachelor's degree; the national figure is 24.4%. West Virginia's long-term problems with poverty and educational gaps influence the state's ability to impact health issues such as using tobacco, managing diabetes, operating ATVs safely. Issues that are typically diminished by increased educational awareness are more slowly impacted in this environment. Factors that also influence health status of individuals in the rural communities of West Virginia are: • Lack of skilled leadership in nonprofit human and social services; • Lack of informational skills and technological literacy; • Lack of strong political leaders who will not succumb to political pressures but will take a firm stand on legislation that will protect citizens.

## 7. Assumptions made for the Program

ATVs are very popular in West Virginia. The number of ATVs owned has increased year after year. Youths and parents alike are discovering how enjoyable riding these off-road machines can be. An unfortunate statistic that has accompanied this increasing trend is the number of ATV accidents that involve injury and death. In 2002, a record 27 people died in ATV-related crashes throughout West Virginia. One-fourth of the deaths occurred in children under the age of 17. In 2003, the state experienced 27 deaths from ATV-related accidents. Of those fatalities, seven were youths under the age of 17. The number of fatalities reported in 2004 was 34, and the number in 2005 was a whopping 40. ATVs are designed and manufactured for "off-road" usage only. ATVs are equipped with special tires for riding on trails and other unpaved surfaces. They are nothing like motorcycles that can be equipped with tires that are appropriate for paved surfaces. Road-approved tires do not exist for ATVs. Riding ATVs on roads is in direct conflict with the manufacturer's recommendations for proper use. Legislation governing ATV usage prohibits youth from riding ATVs on paved roads. West Virginia has the nation's highest per capita ATV-related death rate. Fatal ATV accidents, especially involving youngsters, are too common in West Virginia. Every ATV maker recommends that riders wear protective helmets, but these recommendations are often ignored. According to statistics provided by WVU's Center for Rural Emergency Medicine, more than 95% of the fatal crash victims were not wearing a helmet. More than 150,000 West Virginians ride or own ATVs. It is critically important that those owners and riders follow manufacturer'

s recommendations. All but a very few select models prohibit passengers. A majority of the deaths do involve riders with passengers. Legislation involving youth should prohibit the use of ATVs with passengers. Over the past ten years, ATVs have been responsible for an average of 20 deaths per year. With this in mind, the Center for Rural Emergency Medicine has done extensive research detailing the frequency of ATV-related deaths and the circumstances surrounding them. At first glance, ATVs appear completely safe with their wide wheelbase and four hulking tires, but that is not the case. When used improperly, ATVs can cause serious injury or even death to a rider or passenger. This is why proper rider training, use of protective gear, and common sense are fundamental to safe ATV operation. In the delivery of the 4-H ATV Program, the social norm marketing will be used. The focus will be on socially normal behaviors of safely riding ATV's. This helps youths understand that it's normal to be well-trained, wear safety gear, ride at appropriate speeds, and avoid risks. The materials emphasizes safety issues while enhancing the abilities of participants to think critically and assess risk more successfully. The Experiential Learning Cycle will be reinforced throughout the program.

**8. Ultimate goal(s) of this Program**

1. Increase youths' knowledge about safe ATV riding practices.
2. Increase adults' awareness of safe riding practices.
3. Increase the number of adults working with teens or groups of youth on ATV safety issues.

**9. Scope of Program**

- In-State Extension

**Inputs for the Program**

**10. Expending formula funds or state-matching funds**

- Yes

**11. Expending other then 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	4.0	0.0	0.0	0.0
2008	5.0	0.0	0.0	0.0
2009	5.0	0.0	0.0	0.0
2010	5.0	0.0	0.0	0.0
2011	6.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

-- Series of educational experiences on ATV safety for youths delivered through special-interest groups, school-based 4-H clubs, or 4-H community clubs. -- Training for Extension agents, program staff, or volunteers on the use of the 4-H Community ATV Safety Leader's Guide.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> </ul>

**15. Description of targeted audience**

Youths 5 to 21 years of age. The Leader's Guide focuses primarily on youths ages 9 to 18, but children much younger than 9 ride ATVs in West Virginia. Instruction at health fairs, farm safety day camps, etc., will target children younger than 9.

**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	10	0	2000	0
2008	20	0	3000	0
2009	30	0	4000	0
2010	40	0	5000	0
2011	50	0	6000	0

**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**

Increase the number of youths involved in ATV related 4-H programs.

2007 Target: 2000  
 2008 Target: 3000  
 2009 Target: 4000  
 2010 Target: 5000  
 2011 Target: 6000

**Output Text**

Increase the number of Extension agents, program staff, volunteers, and teens involved in ATV workshops.

2007 Target: 26  
2008 Target: 30  
2009 Target: 34  
2010 Target: 38  
2011 Target: 42

**Output Text**

Increase in the number of volunteers working with teens or groups of youths on ATV safety issues.

2007 Target: 30  
2008 Target: 40  
2009 Target: 50  
2010 Target: 60  
2011 Target: 70

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Increase youths' knowledge about safe ATV riding practices (30%).

**Outcome Type:** Short

2007 Target: 600  
2008 Target: 900  
2009 Target: 1200  
2010 Target: 1500  
2011 Target: 1800

**Outcome Text**

Increase the number of youths making positive changes in their ATV riding as a result of participation in an Extension ATV safety program. Base data have not yet been collected.

**Outcome Type:** Medium

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**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.)
- Other

**Description**

West Virginia is a state of increasing poverty levels, decreasing population, and increasing number single-parent families. Therefore, program resources are a continuous challenge. There is currently WV legislation that reinforces the need for ATV safety instruction for youths. Passage of more stringent legislation may impact the program or rescind current legislation. The increase or decrease in the number of ATV fatalities will have a direct impact on the need for the program. It is hoped that the number of fatalities will significantly decrease and the effort would not be necessary.

**21. Evaluation studies planned**

- After Only (post program)
- Retrospective (post program)
- Before-After (before and after program)
- During (during program)
- Comparison between locales where the program operates and sites without program intervention

**Description**

Sessions with youths will be evaluated to determine the quality of instruction and the knowledge gained by participants. Sessions with volunteers, Extension agents, and teens will also be evaluated.

**22. Data Collection Methods**

- Sampling
- Mail
- Structured
- Unstructured

**Description**

The number of teens involved in county ATV teams will be monitored. The development and implementation of their county ATV action plans will be tracked and reported. Parents or guardians of program participants will be asked to complete a survey related to the educational experience. Analysis of the surveys will provide data on the satisfaction of the parents and program participants with their involvement. Number of fatalities within West Virginia will continue to be monitored.



## 1. Name of the Planned Program

4-H Science, Technology and Engineering Programs

## 2. Program knowledge areas

- 806 Youth Development 100 %

## 3. Program existence

- New (One year or less)

## 4. Program duration

- Long-Term (More than five years)

## 5. Brief summary about Planned Program

Programs focused on science, technology, and engineering benefit youth and possibly enhance academic performance. The state's achievement scores appear to link the prevalence of poverty with low test scores in the areas of Math and Science. These programs are offered in a variety of 4-H venues, including 4-H projects, summer residential camps, and day camps. Innovative programs using the experiential learning model teach young children how to identify questions that can be answered through scientific investigation. The primary objectives are to improve understanding of scientific concepts and increase children's abilities in scientific inquiry and mathematical reasoning.

## 6. Situation and priorities

Assessments of academic performance (achievement tests, school grades) show that children from low-income families have deficits in school achievement and experience and continued risk for academic failure during adolescence when compared with their more-affluent peers. Studies conducted with low-income children tend to show positive relationships between out-of-school time participation and academic ability. Beyond being present in out-of-school time programs, a particularly important aspect of the participation is engagement. Engagement has received limited empirical attention in the literature. Engagement can be defined as involvement in activities that are challenging, enjoyable, and appealing because they balance the demands placed on individuals with their existing abilities and interests. Activities that engage children are particularly conducive to learning and skill development. Structured experiences that have an adult-supervised context, a curriculum aimed at promoting academic skill development, resources that support the learning objectives, and staff who hold a college degree or are actively pursuing one are more likely to promote academic-related outcomes. West Virginia has many isolated and rural communities. West Virginia is the second most rural state in the nation, with two-thirds of its population living in communities of fewer than 2,500 people. The Federal Office of Management and Budget has designated 44 of the 55 counties as nonmetropolitan. With this isolationism come major barriers that get in the way of family well-being. According to KIDS COUNT data, 24% of WV's children live in poverty as compared with the national average of 18%. More than 50% of the students attending West Virginia schools are eligible to receive free and reduced-price meals. Since 1990, the number of children in working-poor families has increased by one-third. Schools in the most impoverished communities have a significantly higher dropout rate and lower standardized test scores. Children in low-income areas are substantially less likely to participate in team sports and in school and community clubs. Over the past ten years, the percent of single-parent families in WV increased substantially. This factor alone contributes significantly to increased poverty. Since poverty is so prevalent in West Virginia, it has to be considered in the development of programs. Research from the national Research Council shows that the single most important factor affecting successful academic development is the child's socioeconomic status and poverty level. In poverty, access to resources impacts the child's learning both socially and academically. The impact of poverty on students' learning may include lack of exposure to books, computers, classroom materials, and the world beyond their own neighborhoods. Youths need curriculum and instructional methods that start with their current abilities along with a rich range of experiences to move them beyond current levels. Supplementing learning experiences with quality out-of-school time experiences can prove helpful in providing this opportunity.

## 7. Assumptions made for the Program

According to data obtained from the West Virginia Department of Education about scores on the WESTEST, there appears to be a relationship between poverty and academic success. The state tracks the number of economically disadvantaged youths and how they progress in relationship to the all students in the state. WV's economically disadvantaged middle-school age youths lag behind their more-affluent peers. A large percentage of middle school students in general score below mastery in both science and math. This trend is evident in sixth, seventh, and eighth grades. Programs focused on science, technology, and engineering would benefit youths and possibly could enhance academic performance in these areas. The WV 4-H summer

residential camps across the state also need to strengthen the academic value of the classes and allow 4-H camps to be perceived as a more viable educational delivery system for increased academics in science, technology, and engineering. The Experiential Learning Cycle will be reinforced throughout the program. All of the activities use the experiential learning cycle as a basis for instruction. This helps participants retain more, since they process and apply information. The end result is that the learner has more knowledge and better skills. The model includes experience, share, process, generalize, and apply.

**8. Ultimate goal(s) of this Program**

Increase the number of counties that change camp planning procedures or policies and incorporate one or more camp class(es) on science, technology, and engineering programs.

**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	1.0	0.0	0.0	0.0
2008	1.3	0.0	0.0	0.0
2009	1.5	0.0	0.0	0.0
2010	1.8	0.0	0.0	0.0
2011	2.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

1. Series of educational experiences on Science, Technology, and Engineering for youths delivered through special-interest groups, school-based 4-H clubs, or 4-H community clubs. 2. Training for Extension agents, program staff, or volunteers on the use of 4-H Science, Technology, and Engineering materials. 3. Summer camp classes or programs focused on Science, Technology, and Engineering. 4. GIS/GPS program implementation 5. Youth involvement in DOE funded science activities 6. Extension specialist support in Curriculum and Instruction

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> </ul>

**15. Description of targeted audience**

Youths ages 5 to 21 years. Current science, technology, and engineering program support focuses on youths between 10 and 15 years of age.

**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	20	0	482	0
2008	25	0	582	0
2009	30	0	682	0
2010	35	0	782	0
2011	40	0	882	0

**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**

Increase number of youths involved in science, technology and engineering 4-H programs.

- 2007 Target: 500
- 2008 Target: 1000
- 2009 Target: 1500
- 2010 Target: 2000
- 2011 Target: 2500

**Output Text**

Increase the number of Extension agents, program staff, volunteers, and teens involved in science, technology, and engineering workshops.

- 2007 Target: 20
- 2008 Target: 30
- 2009 Target: 40
- 2010 Target: 50
- 2011 Target: 70

**Output Text**

Increase the number of camp classes using science, technology, and engineering curriculum as a basis for instruction.

2007 Target: 50  
2008 Target: 75  
2009 Target: 100  
2010 Target: 125  
2011 Target: 150

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Increase youths' knowledge related to science, technology and engineering .

**Outcome Type:** Short

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**Outcome Text**

Increase the number of youths making positive changes in their ability to: 1) to use scientific processes including identifying questions that can be answered through investigations, 2) designing and conducting investigations, 3) using appropriate tools.

**Outcome Type:** Short

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**Outcome Text**

Number of counties that change camp planning procedures or policies and incorporate one or more science, technology and engineering classes into camp.

**Outcome Type:** Medium

2007 Target: 15  
2008 Target: 25  
2009 Target: 35  
2010 Target: 45  
2011 Target: 55

**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**

West Virginia is a state of increasing poverty levels, decreasing population, and increasing numbers of single-parent families. Therefore, program resources are a continuous challenge. An increase or decrease in the availability of funds for implementation of science, technology, and engineering programs would impact the number of programs that could be supported.

**21. Evaluation studies planned**

- After Only (post program)
- Retrospective (post program)
- During (during program)
- Comparison between locales where the program operates and sites without program intervention

**Description**

Sessions with youths will be evaluated to determine the quality of instruction and the knowledge gained by participants. Sessions with volunteers, Extension agents, and teens will also be evaluated.

**22. Data Collection Methods**

- Sampling
- Mail
- Structured
- Unstructured

**Description**

The number of teens involved in science, technology, and engineering programs will be monitored. Attendance and pre- and post-assessment to measure knowledge gain will be used. Pre- and post-assessments will measure the extent to which the participants gain in the core competencies. Those include: 1) using scientific processes including identifying questions that can be answered through investigations, 2) designing and conducting investigations, 3) using appropriate tools and techniques to gather, analyze, and interpret data, 4) developing descriptions, explanations, predictions, and models using evidence, 5) recognizing and analyzing alternative explanations and predictions, 6) communicating scientific procedures and explanations, and 7) using mathematics in all aspects of scientific inquiry.

## 1. Name of the Planned Program

Value-Added Marketing

## 2. Program knowledge areas

- 901 Program and Project Design, and Statistics 100 %

## 3. Program existence

- Mature (More than five years)

## 4. Program duration

- Long-Term (More than five years)

## 5. Brief summary about Planned Program

The Value Added Marketing program conducts a consumer-driven marketing educational program that includes classroom training, field trips, and mentoring. The goal is to add \$1million in value to West Virginia Crops in 5 years. The project will also develop and maintain a consumer-driven and marketing Web site. This Website will contain the rules and regulations that must be met to allow a family farm to add value and then market each of West Virginia's farm product groups.

## 6. Situation and priorities

Small farmers don't have the volume of product to overcome the slim margins associated with commodity production. They must find ways to orient their production and then their marketing to accommodate consumers. This consumer-driven approach to production and marketing requires a different mindset. This can be accomplished with an educational program. Farm families must first see another family taking charge of their operation and learning to organize their farm and family life. Shortening the distance to the consumer is not easy, but it is a simple concept. Adding value to farm production moves part of the processing, marketing, and transportation system to a home base. Adding value can be a successful option for livestock operations, too. It can be as simple as selling calves at the peak market demand to weaning and pre-vaccinating them or maybe just simply changing their diet to mostly grass to make the meat more desirable for a certain segment of the population. Whether the product is vegetables and fruit, livestock and their products, or just a visit to a family farm, the key to successful value adding is understanding the market and targeting a specific sector. This educational initiative is based on market knowledge and exposure to successful ventures, as well as contact to facilitators.

## 7. Assumptions made for the Program

We know that many people, once they saw a successful operation that did things a "little differently" have tried it themselves. It seems they felt comfortable to try it for themselves. Recent field trips to successful farmers' markets have yielded sweeping changes in the production at home and the way they managed their own markets. Not every farmer who has visited a value-adding kitchen incorporated the services of one and started to sell their production many have. We know that information is the one thing that will give every farm family an equal opportunity. This program will help farmers understand the rules, laws, and regulations that stand between the farmers and their dreams. Later marketing and processing relationships will develop into coops and then communities.

## 8. Ultimate goal(s) of this Program

West Virginia farmers will add value to their farm production and as a result obtain higher incomes from the sale of farm produce.

## 9. Scope of Program

- 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	2.0	0.0	0.0	0.0
2008	2.0	0.0	0.0	0.0
2009	2.0	0.0	0.0	0.0
2010	2.5	0.0	0.0	0.0
2011	2.5	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

1. Conduct a consumer-driven marketing educational program that includes classroom training, field trips, and mentoring. The goal will be to add \$1 million in value to West Virginia crops in 5 years. 2. Develop and maintain Consumer Driven and Marketing Web site. This will involve researching the rules and regulations that must be met to allow a family farm to add value and then market each of West Virginia's farm product groups.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> <li>● TV Media Programs</li> </ul>

**15. Description of targeted audience**

Most of those participating will be small farms that don't possess the volume of production to make a financial impact for their family. The majority will be vegetable and fruit growers, but later the beef, dairy, and small-ruminant producing families will join in.

**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	175	4500	0	0
2008	225	6500	0	0
2009	300	8000	0	0
2010	325	10000	0	0
2011	400	15000	0	0

**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**

Individuals attending a consumer-driven marketing educational program that includes A) classroom training, B) field trips, C) mentoring, and D) newsletter.

2007 Target: 175  
 2008 Target: 225  
 2009 Target: 300  
 2010 Target: 325  
 2011 Target: 400

**Output Text**

Develop and maintain consumer-driven and marketing Web site. This will involve researching the rules and regulations that must be met to allow a family farm to add value and then market each of West Virginia's farm product groups.

2007 Target: 1  
 2008 Target: 1  
 2009 Target: 1  
 2010 Target: 1  
 2011 Target: 1

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Participants at a consumer-driven marketing educational program that includes A) classroom training, B) field trips, C) mentoring, and D) newsletter. The participants will gain knowledge about how to add value to farm production.

**Outcome Type:** Short

2007 Target: 175  
 2008 Target: 225  
 2009 Target: 300  
 2010 Target: 325  
 2011 Target: 400

**Outcome Text**

Farmers will become aware of ways to add value to their farm production by accessing the consumer-driven marketing Web site.



**Outcome Type:** Short

2007 Target: 4500  
2008 Target: 6500  
2009 Target: 8000  
2010 Target: 10000  
2011 Target: 15000

**20. External factors which may affect outcomes**

- Economy
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Populations changes (immigration,new cultural groupings,etc.)

**Description**

Government regulation can make this project more important and the success harder to achieve. Population increase in our state would increase the demand for our products. We are seeing this with the increased demand for lambs and kids.

**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

**Description**

We will evaluate the participants of the educational program both before and after each event to see if they learned what we were trying to achieve and if we were teaching what they need. We will monitor and record the financial impact of each value-added venture so we can see if we are making an impact. We will create case studies to learn how many of the successful operations came to be and to share them with others still deciding how to make the change.

**22. Data Collection Methods**

- Sampling
- Whole population
- Mail
- Telephone
- Case Study

**Description**

We will sample the entire population annually to learn of their successes and their growth areas. We will create case studies. We will use the telephone to sample subsectors to further their understanding of value-added. We will survey customers to determine their satisfaction and suggestions for other products and to learn of problems they have that might interfere with future sales.

### 1. Name of the Planned Program

Heritage, Culture and Tourism

### 2. Program knowledge areas

- 903 Communication, Education, and Information Delivery 50 %
- 803 Sociological and Technological Change Affecting Individuals, Families and Communities 40 %
- 806 Youth Development 10 %

### 3. Program existence

- Intermediate (One to five years)

### 4. Program duration

- Long-Term (More than five years)

### 5. Brief summary about Planned Program

This planned program involves the Heritage Culture and Tourism Team. The team is responsible for enhancing knowledge and awareness in heritage culture and tourism in West Virginia through the improvement of existing programs and the establishment of new ones at local, regional, and state levels.

### 6. Situation and priorities

WV is an economically disadvantaged state with a rich cultural heritage. Tourism is a way to use the state's heritage to help it economically. Educational efforts about WV's heritage will foster pride and demonstrate what a valuable resource cultural heritage can be. This team seeks to enhance knowledge and awareness of heritage, culture, and tourism in WV through the improvement of existing programs and the establishment of new programs at local, regional, and state levels.

### 7. Assumptions made for the Program

Past history in cultural education. There is a demand for heritage education program. West Virginia is unique as a tourism destination with focus on heritage, culture and recreation.

### 8. Ultimate goal(s) of this Program

Heritage Arts: Increase number of instructors. Increase number of classes and trainings.

Tourism: Increase numbers of new agents trained.

History Hitting the Road: Increase numbers of programs. Increase training of personnel and volunteers.

### 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	5.0	0.0	0.0	0.0
2008	6.0	0.0	0.0	0.0
2009	6.0	0.0	0.0	0.0
2010	7.0	0.0	0.0	0.0
2011	7.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

-- Locate instructors of WV heritage arts. Introduce new classes in heritage arts. Provide training on heritage arts. Increase knowledge of the different heritage arts. -- Develop program to introduce new agents to the unique culture of WV during new employee orientation. -- Enhance existing History Hitting the Road Program. Train additional personnel. -- Research out-of-print resource books. Get permission for reprinting. Secure funding for the printing. Review progress of archival projects.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Billboards</li> <li>● Other 1 (promotional materials)</li> </ul>

**15. Description of targeted audience**

Citizens and visitors to West Virginia.

**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	20000	50000	30000	50000
2008	22000	50000	32000	50000
2009	24000	50000	34000	50000
2010	26000	50000	36000	50000
2011	28000	50000	38000	50000

**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**

Locate instructors for heritage arts increase by 10%.

- 2007 Target: 5
- 2008 Target: 7
- 2009 Target: 9
- 2010 Target: 11
- 2011 Target: 13

**Output Text**

Increase number of classes held and trainings including materials.

- 2007 Target: 5
- 2008 Target: 6
- 2009 Target: 7
- 2010 Target: 8
- 2011 Target: 9

**Output Text**

Increase by 10% the programs for new agents in tourism and heritage.

- 2007 Target: 2
- 2008 Target: 3
- 2009 Target: 4
- 2010 Target: 5
- 2011 Target: 6

**Output Text**

Enhance History Hitting the Road program and trainby 10% more personnel .

- 2007 Target: 3
- 2008 Target: 4
- 2009 Target: 5
- 2010 Target: 6
- 2011 Target: 7

## Outcomes for the Program

### 19. Outcome measures

#### Outcome Text: Awareness created

##### Outcome Text

Increase knowledge of WV arts. Increase knowledge and awareness. Improve program outcomes and attendance. Increase knowledge and awareness of WV heritage and culture.

##### Outcome Type: Short

2007 Target: 0

2008 Target: 0

2009 Target: 0

2010 Target: 0

2011 Target: 0

##### Outcome Text

Involve more trained instructors in local camps and workshops. Involve trained instructors in 4-H clubs and schools. Promote learning about WV heritage and culture. Increase interest in tourism.

##### Outcome Type: Medium

2007 Target: 0

2008 Target: 0

2009 Target: 0

2010 Target: 0

2011 Target: 0

##### Outcome Text

Participants will pursue a career in teaching history through formal and informal programs.

##### Outcome Type: Long

2007 Target: 0

2008 Target: 0

2009 Target: 0

2010 Target: 0

2011 Target: 0

### 20. External factors which may affect outcomes

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

#### Description

Most of these can affect program offerings as all are outdoors and based on funding and appropriate marketing within limitations.

### 21. Evaluation studies planned

- After Only (post program)
- Time series (multiple points before and after program)
- Comparisons between program participants (individuals,group,organizations) and non-participants
- Comparison between locales where the program operates and sites without program intervention

**Description**

{NO DATA ENTERED}

**22. Data Collection Methods**

- Sampling
- Unstructured
- Observation
- Journals

**Description**

{NO DATA ENTERED}

## 1. Name of the Planned Program

Biosecurity

## 2. Program knowledge areas

- 311 Animal Diseases 100 %

## 3. Program existence

- Intermediate (One to five years)

## 4. Program duration

- Long-Term (More than five years)

## 5. Brief summary about Planned Program

The Biosecurity Program endeavours to use meetings, workshops, fact sheets, and other information (disease outbreak alerts) to inform not only the poultry and animal industries but also all allied industry as well as state governmental offices and partners to impart information. These will help ensure that steps are in place that all interested persons recognize and understand in order to deal with outbreaks of agricultural diseases. The program is not so much a substitute for good agricultural practices as it is supposed to augment and enhance such programs. Biosecurity programs will not replace good agricultural or farm practices but will add another layer of safety. Educational materials and workshops will try to teach the fact that Biosecurity in Agriculture is not so much an additional imposition, but -- if well-integrated into everyday farm practices and adhered to -- an enhancement to the overall quality of the farm. It can be an asset in times of disease outbreaks. This will help ensure that disease outbreaks will be easily and rapidly identified, and therefore, contained in a timely manner in order to prevent widespread dissemination.

## 6. Situation and priorities

Problem - The prevention of diseases affecting the poultry industry in West Virginia. Why is it a problem - Vertain diseases such as AI and END cause economic problems due to high mortality in birds and bans on trading placed by domestic and foreign trading partners. Problem exists for poultry producers and integrators. Those with a stake in the problem are the allied industry (construction, banks, feed, utility companies), and the West Virginia Dept. of Agric. Diseases like AI can be low-pathogenic, but they spread easily and rapidly and have a tendency to become highly pathogenic.

## 7. Assumptions made for the Program

1. Industry is willing to beef up their biosecurity programs to ensure diseases are kept at bay. 2. Integrators work with poultry producers through their service technicians and veterinarians providing advice. 3. Information is available from USDA and from extension offices on biosecurity programs. 4. Workshops on biosecurity programs can answer specific questions from producers.

## 8. Ultimate goal(s) of this Program

The overall goal of the Biosecurity Program is to prevent the outbreak of catastrophic agricultural diseases in West Virginia. Failing that (since nothing is ever perfect), it aims to minimize the impact of a disease outbreak by limiting the number of premises infected, the number of birds/animals killed, and the negative impact resulting from quarantines and from foreign and domestic trade embargoes.

## 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	0.0	0.0	0.0
2008	0.0	0.0	0.0	0.0
2009	0.0	0.0	0.0	0.0
2010	0.0	0.0	0.0	0.0
2011	0.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

-- Workshops on biosecurity and handling of poultry mortalities. -- Fact sheets and brochures for county offices, individuals, and others at fairs. -- Biosecurity alerts via e-mails, Web postings.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● TV Media Programs</li> <li>● Web sites</li> </ul>

**15. Description of targeted audience**

Poultry industry in West Virginia.

**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	0	0	0	0
2008	0	0	0	0
2009	0	0	0	0
2010	0	0	0	0
2011	0	0	0	0

**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**

Workshops on biosecurity and disease

2007 Target: 0  
 2008 Target: 0  
 2009 Target: 0  
 2010 Target: 0  
 2011 Target: 0

**Output Text**

Factsheets and brochures distributed

2007 Target: 0  
 2008 Target: 0  
 2009 Target: 0  
 2010 Target: 0  
 2011 Target: 0

**Output Text**

Bioalerts via email

2007 Target: 0  
 2008 Target: 0  
 2009 Target: 0  
 2010 Target: 0  
 2011 Target: 0

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Prevention or reduction of catastrophic poultry diseases within West Virginia.

**Outcome Type:** Long

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**Outcome Text**

100% will improve their biosecurity programs

**Outcome Type:** Medium

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**20. External factors which may affect outcomes**

- Natural Disasters (drought, weather extremes, etc.)
- Government Regulations

**Description**

{NO DATA ENTERED}

**21. Evaluation studies planned**

- After Only (post program)

**Description**

Tracking of producers establishing or improving on biosecurity programs on farms.

**22. Data Collection Methods**

- Observation

**Description**

{NO DATA ENTERED}

**1. Name of the Planned Program**

Sustainable Agriculture

**2. Program knowledge areas**

- 901 Program and Project Design, and Statistics 100 %

**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 create a Sustainable Agriculture educational curriculum, conduct an On-Farm research program, provide farmers' market training and organizational development, conduct Sustainable Food Pathways research, and conduct the High Tunnel Culture program. All of these activities will help small farmers change their business practices to allow for sustainable agriculture in West Virginia.

**6. Situation and priorities**

Small farm economics are extremely challenging. West Virginia and other small farm states (and many large farm states, too) see their farmers trying to hang on as they experience high prices for their inputs while they sell at in commodity pricing situations that discriminate against small producers. They have started their operations in a "corn belt mentality" where all they have to do is produce raw products and let the processors take from there. This mentality runs counter to the business and production systems that allowed their grandfathers and great grandfathers thrive from the early 1900s through the 1950s. That generation--due to convention, poor infrastructure, refrigeration, and other "deficiencies"--had to sell to their neighbors. Our farmers must embrace this concept and develop sustainable food production and sales relationships with their neighbors to change their mentality from commodity production to food production. This will create jobs and grow communities.

**7. Assumptions made for the Program**

Sustaining farm families will require a shift in the mentality of the farmers themselves. They must consider a different kind of farming, and they must recognize that they are going to be responsible for the quality of the food they produce. The new farmers must recognize that they will have to change their businesses and that they will have to make an investment in their new direction.

**8. Ultimate goal(s) of this Program**

West Virginia farmers will adopt changes to their business plans that will allow for sustainable farming.

**9. Scope of Program**

- 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	2.0	0.0	0.0	0.0
2008	2.0	0.0	0.0	0.0
2009	2.0	0.0	0.0	0.0
2010	2.5	0.0	0.0	0.0
2011	3.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

1. Sustainable Agriculture educational curriculum development. 2. On-farm research program. 3. Farmers' market training and organizational development. 4. Sustainable Food Pathways Research initiative. 5. High Tunnel culture 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"> <li>● Education Class</li> <li>● Workshop</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> </ul>

**15. Description of targeted audience**

Small farm families who are dissatisfied with their farm profit and worry that there is not sufficient income on the farm to keep it going. Limited-resource and beginning farmers who are trying to start a business qualify in this category. Many of this population are also growing vegetables and fruit, and they need to extend season and expand their plant variety and volume.

**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	450	0	0	0
2008	500	0	0	0
2009	550	0	0	0
2010	650	0	0	0
2011	700	0	0	0

**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**

Plan and implement a comprehensive sustainable agricultural educational program including curriculum development, professional development, and producer education.

2007 Target: 450  
 2008 Target: 500  
 2009 Target: 550  
 2010 Target: 650  
 2011 Target: 700

**Output Text**

Subjects involved in the on-farm research program: develop farmers' abilities to design and conduct research that addresses concerns, challenges, and problems they have with their operations.

2007 Target: 10  
 2008 Target: 15  
 2009 Target: 18  
 2010 Target: 20  
 2011 Target: 25

**Output Text**

Participants in farmers' market vendor and management program.

2007 Target: 50  
 2008 Target: 75  
 2009 Target: 100  
 2010 Target: 125  
 2011 Target: 150

**Output Text**

High Tunnel Program. We will establish three tunnels in the area and share our results. We will measure the number of tunnels erected in the state as a result of this initiative.

2007 Target: 3  
 2008 Target: 5  
 2009 Target: 15  
 2010 Target: 20  
 2011 Target: 50

**Output Text**

Participants/subjects in the sustainable Food Pathways Program: We will research supply, processing, and marketing pathways that West Virginia farmers can establish to increase their net margins in their operations.

2007 Target: 1  
2008 Target: 2  
2009 Target: 3  
2010 Target: 4  
2011 Target: 5

## Outcomes for the Program

### 19. Outcome measures

#### Outcome Text: Awareness created

##### Outcome Text

Faculty and producers will implement new strategies and local food systems.

##### Outcome Type: Short

2007 Target: 8  
2008 Target: 10  
2009 Target: 15  
2010 Target: 18  
2011 Target: 20

##### Outcome Text

Trained farmers will indicate that they made changes that have result in increased sale of products and sustainable farming.

##### Outcome Type: Medium

2007 Target: 80  
2008 Target: 110  
2009 Target: 125  
2010 Target: 145  
2011 Target: 180

##### Outcome Text

Clients will make changes toward sustainability.

##### Outcome Type: Long

2007 Target: 25  
2008 Target: 40  
2009 Target: 55  
2010 Target: 70  
2011 Target: 90

##### Outcome Text

Farmers will develop abilities to design and conduct research that addresses concerns, challenges, and problems they have with their operations.

##### Outcome Type: Short

2007 Target: 5  
2008 Target: 7  
2009 Target: 9  
2010 Target: 11  
2011 Target: 15

**Outcome Text**

Farmers will submit farmer-grower grant applications.

**Outcome Type:** Medium

2007 Target: 4

2008 Target: 5

2009 Target: 5

2010 Target: 5

2011 Target: 8

**Outcome Text**

Farmers' will design and conduct research that addresses concerns, challenges, and problems they have with their operations.

**Outcome Type:** Long

2007 Target: 15

2008 Target: 20

2009 Target: 25

2010 Target: 35

2011 Target: 50

**Outcome Text**

Growers will gain knowledge in how to produce for a market and how to manage their market to multiply the marketing efforts of the vendors.

**Outcome Type:** Short

2007 Target: 50

2008 Target: 70

2009 Target: 85

2010 Target: 90

2011 Target: 100

**Outcome Text**

Farmers' market managers will improve their operations.

**Outcome Type:** Long

2007 Target: 4

2008 Target: 5

2009 Target: 6

2010 Target: 7

2011 Target: 10

**Outcome Text**

Vendors will feel their markets are of greater value.

**Outcome Type:** Long

2007 Target: 40

2008 Target: 50

2009 Target: 60

2010 Target: 70

2011 Target: 85

**Outcome Text**

Farmers will manage their tunnels and develop fact sheets.

**Outcome Type:** Short

2007 Target: 25  
2008 Target: 30  
2009 Target: 35  
2010 Target: 40  
2011 Target: 50

**Outcome Text**

The Sustainable Food Pathways Program will create marketing pathways.

**Outcome Type:** Short

2007 Target: 3  
2008 Target: 4  
2009 Target: 5  
2010 Target: 6  
2011 Target: 10

**Outcome Text**

The Sustainable Food Pathways Program will create new jobs.

**Outcome Type:** Medium

2007 Target: 8  
2008 Target: 10  
2009 Target: 20  
2010 Target: 40  
2011 Target: 100

**Outcome Text**

The Sustainable Food Pathways Program will result in an increase in net income for farmers.

**Outcome Type:** Long

2007 Target: 100000  
2008 Target: 125000  
2009 Target: 150000  
2010 Target: 250000  
2011 Target: 500000

**20. External factors which may affect outcomes**

- Economy
- Government Regulations
- Competing Public priorities

**Description**

The economy will play the greatest role in making this a success because as fuel prices continue to climb, local food will also have a price advantage. Government regulations can make this change difficult if agency personnel are not open and willing to change. It appears that the public is ready to make this change and will embrace the program.



## 21. Evaluation studies planned

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

### Description

We will use pre- and post-tests, literature reviews, case studies, comparison studies of different subjects in the program.

## 22. Data Collection Methods

- Sampling
- Whole population
- Structured
- Unstructured
- Case Study

### Description

{NO DATA ENTERED}

## 1. Name of the Planned Program

Reaching the Underserved

## 2. Program knowledge areas

- 805 Community Institutions, Health, and Social Services 20 %
- 803 Sociological and Technological Change Affecting Individuals, Families and Communities 20 %
- 801 Individual and Family Resource Management 20 %
- 806 Youth Development 20 %
- 802 Human Development and Family Well-Being 20 %

## 3. Program existence

- Intermediate (One to five years)

## 4. Program duration

- Medium Term (One to five years)

## 5. Brief summary about Planned Program

This program will provide welfare simulations and workshops for external partners such as school teachers and administrators, social service personnel, and other professional groups. It will also provide granduate-level teacher recertification classes as needed. A Web site for the distribution of information on reaching underserved audiences will be developed and maintained.

## 6. Situation and priorities

West Virginia, with a total population of 1,815,354 is a poor, rural state. The median family income (in 1999 dollars) is \$36,484. Twenty-four percent of the children in the state live in poverty, with 52.7% receiving free or reduced-price lunches. The percent of eligible children served by Head Start is 74.5. The teen birth rate (ages 15-19 per 1,000 females) is 42.7, and 16.6% of all youths drop out of high school. (West Virginia Kids Count Data Book, 2005) With these statistics increasing each year, it is imperative that West Virginia University Extension Service (WVUES) have faculty who are trained in understanding the needs of low-income populations.

## 7. Assumptions made for the Program

While the American economy continues to change and grow as a result of new technologies, many people are finding they lack the skills needed for good jobs in the workforce. Many of them are working, but they are living below the poverty line because of economic globalization and their lack of employable skills. Many children are living in poverty even though they may have one parent working throughout the year. William O'Hare wrote an article in American Demographics that explains this phenomenon. The article identified educational attainment as the most critical factor in economic survival.

## 8. Ultimate goal(s) of this Program

Extension personnel and those who work in educational and social service professions in West Virginia will change their behaviors in such a way that will facilitate the inclusion of underserved population of citizens into programs and West Virginia society.

## 9. Scope of Program

- In-State Extension

## Inputs for the Program

### 10. Expending formula funds or state-matching funds

- Yes

### 11. Expending other then 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	2.5	0.0	0.0	0.0
2008	2.8	0.0	0.0	0.0
2009	3.0	0.0	0.0	0.0
2010	3.3	0.0	0.0	0.0
2011	3.5	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

-- Professional development workshops for Extension staff and volunteers on social justice and reaching underserved audiences -- Welfare simulations and workshops for external partners -- Graduate-level teacher re-certification classes -- Web site for the distribution of information on reaching underserved audiences

**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"> <li>● Workshop</li> <li>● Group Discussion</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> <li>● Web sites</li> </ul>

**15. Description of targeted audience**

County Extension agents, classified staff, and volunteers from the 4-H program, the Master Gardener program, and the CEOS program. External organizations such as teachers, administrators, social service personnel, other professional 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	1400	600	0	9150
2008	1500	675	0	9700
2009	1600	750	0	10250
2010	1700	825	0	10300
2011	1800	900	0	10350

**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**

Increase the number of professional development workshops for Extension staff and volunteers.

2007 Target: 3  
 2008 Target: 4  
 2009 Target: 5  
 2010 Target: 6  
 2011 Target: 7

**Output Text**

Increase the number of Extension participants at workshops on social justice/reaching underserved audiences.

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

**Output Text**

Maintain the number of regional trainings for county staff and volunteers.

2007 Target: 12  
 2008 Target: 12  
 2009 Target: 12  
 2010 Target: 12  
 2011 Target: 12

**Output Text**

Increase the number of workshops and poverty simulations offered for external audiences.

2007 Target: 15  
 2008 Target: 16  
 2009 Target: 17  
 2010 Target: 18  
 2011 Target: 19

**Output Text**

Increase the number of participants at workshops for external audiences

2007 Target: 450  
2008 Target: 470  
2009 Target: 480  
2010 Target: 490  
2011 Target: 500

**Output Text**

Increase the number of hits on the Reaching the Underserved Web site

2007 Target: 500  
2008 Target: 550  
2009 Target: 600  
2010 Target: 650  
2011 Target: 700

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Percentage of participants who will increase their knowledge of issues related to serving underserving audiences.

**Outcome Type:** Short

2007 Target: 75  
2008 Target: 75  
2009 Target: 75  
2010 Target: 75  
2011 Target: 75

**Outcome Text**

Positive changes in behavior of agents, specialists, and staff. Baseline data have not yet been gathered.

**Outcome Type:** Medium

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**Outcome Text**

Increased number of agents reporting programs targeted towards underserved individuals.

**Outcome Type:** Medium

2007 Target: 15  
2008 Target: 16  
2009 Target: 17  
2010 Target: 18  
2011 Target: 19

**Outcome Text**

Increased awareness of issues related to reaching underserved audiences

**Outcome Type:** Short

2007 Target: 500

2008 Target: 550

2009 Target: 600

2010 Target: 650

2011 Target: 700

**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.)
- Other

**Description**

Because West Virginia ia a poor, rural state with decreased revenue, an increasing population of people living in poverty and an overall decrease in population have resulted.

**21. Evaluation studies planned**

- After Only (post program)
- Retrospective (post program)
- During (during program)

**Description**

Our plan is to evaluate each workshop and to monitor the number of programs offered to underserved participants, as well as the number of participants and the knowledge change.

**22. Data Collection Methods**

- Whole population
- Mail

**Description**

We will be assessing all agents for changes in the statewide organizational capacity survey. In addition, we will track the number of programs targeted to underserved populations.

## 1. Name of the Planned Program

Small Ruminants

## 2. Program knowledge areas

- 901 Program and Project Design, and Statistics 100 %

## 3. Program existence

- Mature (More than five years)

## 4. Program duration

- Long-Term (More than five years)

## 5. Brief summary about Planned Program

The Small Ruminants Programs includes the following: 1. 15 educational classes dealing with nutrition, management, lamb and kid marketing, wool marketing, pooling lambs and kids, internal parasites, integrated predator management, and general management. 2. Ram feedlot and soundness test: Designed to feed potential breeding rams in a central location and rank them for gain and feed efficiency and then evaluate them for their suitability for breeding animals based on conformation and freedom from physical defects. 3. Marketing initiative: a) Using load efficiency to maximize net price by reaching distant markets and allowing smaller producers access those markets affordably. Explore direct market opportunities for West Virginia lambs and kids. B) Wool marketing initiative, including value added. Continue to market the wool on a value-based method where yield determines price and offer opportunities for wool to be marketed as higher-value products like yarn and blankets. 4. Instruction for shepherds on how to implement an integrated predator management program.

## 6. Situation and priorities

West Virginia is rich in sheep tradition and well-situated to produce goats and sheep efficiently and sell them in the heavy-demand eastern US markets. The fact that the environment is literally crawling with predators creates a challenge. The fact that the industry is losing traditional producers and gaining beginners causes the Extension Service to commence to build a new small ruminant industry.

## 7. Assumptions made for the Program

We know that our market is stronger than ever and our access is open and not restricted. We know that coyote and bear damage is increasing every year and will continue growing. We know that we have a great need for improved genetics that focus on efficiency, longevity, and thriftiness as opposed to the show ring mania. We know we must train new shepherds with new ideas that run counter to yesterday's industry. We know that there is no national leadership in education or industry business. So we know there is great potential to operate a profitable small ruminant business and we are attempting to deliver this fresh message to a new audience.

## 8. Ultimate goal(s) of this Program

Provide shepherds with the skills they need to manage their operations and the evaluation techniques to help them understand that they are operating profitably.

## 9. Scope of Program

- Multistate Research

## 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	2.0	0.0	0.0	0.0
2008	2.0	0.0	0.0	0.0
2009	2.0	0.0	0.0	0.0
2010	2.0	0.0	0.0	0.0
2011	2.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

1. 15 educational classes dealing with nutrition, management, lamb and kid marketing, wool marketing, pooling lambs and kids, internal parasites, integrated predator management, and general management. 2. Ram feedlot and soundness test: Designed to feed potential breeding rams in a central location and rank them for gain and feed efficiency and then evaluate them for their suitability for breeding animals based on conformation and freedom from physical defects. 3. Marketing initiative: A) Using load efficiency to maximize net price by reaching distant markets and allowing smaller producers access those markets affordably. Explore direct market opportunities for West Virginia lambs and kids. B) Wool marketing initiative, including value-added: Continue to market the wool on a value-based method where yield determines price and offers opportunities for wool to be marketed as higher-value products like yarn and blankets. 4. Teach shepherds how to implement an integrated predator management 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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> </ul>

**15. Description of targeted audience**

Shepherds who are established and those who are just starting the business. Most will possess fewer than 30 ewes or does. Most will be part-time producers.

**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	800	550	0	0
2008	800	550	0	0
2009	800	550	0	0
2010	800	550	0	0
2011	800	550	0	0

**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**

Educational opportunities including workshops, field days, and newsletters, and Web presence. Measured as number of classes presented

2007 Target: 35  
 2008 Target: 35  
 2009 Target: 35  
 2010 Target: 35  
 2011 Target: 35

**Output Text**

Ram Feedlot and Soundness Test, measured as number of superior rams and bucks

2007 Target: 20  
 2008 Target: 25  
 2009 Target: 30  
 2010 Target: 35  
 2011 Target: 45

**Output Text**

Marketing initiative (lambs and kids), represented as number of lambs and kids marketed cooperatively

2007 Target: 600  
 2008 Target: 800  
 2009 Target: 1200  
 2010 Target: 1500  
 2011 Target: 2000

**Output Text**

Marketing initiative (wool) measured as number of farmers who participate in this program

2007 Target: 600  
2008 Target: 650  
2009 Target: 700  
2010 Target: 700  
2011 Target: 700

**Output Text**

Integrated predator management, measured as number of shepherds completing training

2007 Target: 200  
2008 Target: 250  
2009 Target: 300  
2010 Target: 400  
2011 Target: 425

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Farmers reporting they are more knowledgeable about managing their flocks

**Outcome Type:** Short

2007 Target: 500  
2008 Target: 600  
2009 Target: 650  
2010 Target: 700  
2011 Target: 750

**Outcome Text**

Farmers that are implementing many of the management principles they learned in the training

**Outcome Type:** Medium

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

**Outcome Text**

Farmers who report they are enjoying greater success with their small ruminant enterprise

**Outcome Type:** Medium

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

**Outcome Text**

Rams and bucks that are evaluated and sold to farmers

**Outcome Type:** Medium

2007 Target: 25  
2008 Target: 30  
2009 Target: 35  
2010 Target: 50  
2011 Target: 75

**Outcome Text**

Farmers who report improved lamb and kid crop, including increased income and superior replacement ewes and does.

**Outcome Type:** Long

2007 Target: 25  
2008 Target: 30  
2009 Target: 35  
2010 Target: 40  
2011 Target: 50

**Outcome Text**

Farmers who learn how to market efficiently by choosing the right breeding date, the right market, cooperatively hauled, and value-based wool marketing.

**Outcome Type:** Short

2007 Target: 600  
2008 Target: 650  
2009 Target: 700  
2010 Target: 750  
2011 Target: 800

**Outcome Text**

Farmers who learn how to market efficiently and then actually participate in the programs

**Outcome Type:** Medium

2007 Target: 600  
2008 Target: 650  
2009 Target: 700  
2010 Target: 750  
2011 Target: 800

**Outcome Text**

Farmers who report increased gross receipts and higher market prices for their lambs, kids, and wool.

**Outcome Type:** Short

2007 Target: 600  
2008 Target: 650  
2009 Target: 700  
2010 Target: 750  
2011 Target: 800

**Outcome Text**

Farmers and professionals in the Integrated Predator Management training program who successfully complete the post-test.

**Outcome Type:** Short

2007 Target: 500  
2008 Target: 550  
2009 Target: 600  
2010 Target: 650  
2011 Target: 700

**Outcome Text**

Farmers and professionals in who report developing an integrated predator management program.

**Outcome Type:** Medium

2007 Target: 100  
2008 Target: 125  
2009 Target: 150  
2010 Target: 200  
2011 Target: 250

**Outcome Text**

Farmers and professionals who report developing an integrated predator management program and report reducing their losses by predators and have confidence they have the skills to manage future predators

**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**

- Economy
- Government Regulations

**Description**

A downward spiral in the economy will stop nearly all of this of this. This sector is hanging on because there is potential for great profit, at least with sheep. The certainty of profit with goats is not as clearcut, but the potential is there. The predator issue has pushed several people out of the business, but the high market price is attracting them.

**21. Evaluation studies planned**

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

### **Description**

We will pre- and post-test participants for the short-term evaluation. The medium plan will be evaluated in a case study format to highlight particular operations that choose particular management plans. Price information will be gathered from the shepherds themselves, as well as the markets where lambs and kids were sold or not. Predation information will only be effective in a case study format as each situation is unique. Our desired outcome is to develop a shepherd community that is well-trained and adequately prepared and successfully implementing the management principles we have taught to the point they are more successful with their operations.

### **22. Data Collection Methods**

- Sampling
- Whole population
- Structured
- Unstructured
- Case Study

### **Description**

1) We will give our participants both pre- and post-tests to see if they are learning what we teach. 2) We will survey and journal farmers who are using particular parts of our curriculum 3) We will record price information from other sales points to confirm our success with the program 4) Last, we will survey the producers so they can answer whether they are using what we taught and are making more money because of it.

## 1. Name of the Planned Program

Plant Diagnostics

## 2. Program knowledge areas

- 211 Insects, Mites, and Other Arthropods Affecting Plants 45 %
- 213 Weeds Affecting Plants 9 %
- 212 Pathogens and Nematodes Affecting Plants 45 %
- 214 Vertebrates, Mollusks, and Other Pests Affecting Plants 1 %

## 3. Program existence

- Intermediate (One to five years)

## 4. Program duration

- Long-Term (More than five years)

## 5. Brief summary about Planned Program

The West Virginia Plant Diagnostics Network is a cohesive distribution system that quickly detects pests and pathogens that have been introduced into West Virginia agricultural and natural ecosystems, identifies them, and reports them to appropriate responders and decision-makers. This program supports West Virginia stakeholders by the early detection of pests and pathogens threatening agricultural commodities.

## 6. Situation and priorities

Pests and pathogens can be deliberately introduced into agricultural and natural ecosystems. Major plant crop loss can affect our agricultural economy, both in state and nationally. The U.S. Department of Agriculture has created a National Diagnostic Network made up of experts from the nation's land-grant universities. The network will provide a cohesive distribution system to quickly detect pests and pathogens that have been deliberately introduced into agricultural and natural ecosystems, identify them, and report them to appropriate responders and decision-makers. West Virginia University is a member of this National Plant Diagnostic Network.

## 7. Assumptions made for the Program

A program funded by USDA has been established to carry out the objectives of the National Plant Diagnostic Network. Members of the Northeast Plant Diagnostic Network, receive the most up-to-date information dealing with plant diagnostics. In West Virginia, Extension personnel play a major role in detection of plant pests. Growers and state association members also participate in the detection of plant pests. This work is done in collaboration with the regulatory division of the West Virginia Department of Agriculture.

## 8. Ultimate goal(s) of this Program

By establishing a cooperative alert system for pest and pathogen introductions, potential pest threats to our cropping systems in West Virginia and nationally will be contained or averted.

## 9. Scope of Program

- 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	2.0	0.0	0.0	0.0
2008	2.0	0.0	0.0	0.0
2009	2.0	0.0	0.0	0.0
2010	2.0	0.0	0.0	0.0
2011	2.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

1. A Web-based plant diagnostic and reporting system is developed to help land-grant personnel submit plant samples, digital images, and detailed crop information for pest diagnosis. 2. Training is provided to “first detectors” on techniques for identifying agro-terrorist threats and procedures for reporting pest problems. 3. A list of significant agents (plant pathogens, insects, nematodes, and weeds) deemed hazardous to our regional agricultural and natural ecosystem is identified and updated. 4. Communication is maintained with members of the Northeast Plant Diagnostic Network regarding the presence or spread of potential pest threats with the northeast. 5. A plant diagnostic service is provided for West Virginia clientele and others upon request.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Newsletters</li> </ul>

**15. Description of targeted audience**

Extension personnel, farmers, growers, Master Gardeners, and State Association members.

**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	350	200	150	100
2008	350	200	150	100
2009	350	200	150	100
2010	350	200	150	100
2011	350	200	150	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**

Training of first detectors, Extension personnel, farmers, growers, Master Gardeners, State Association personnel, etc.

2007 Target: 55  
 2008 Target: 55  
 2009 Target: 55  
 2010 Target: 55  
 2011 Target: 55

**Output Text**

Plant diagnostics and process results from specimens received in the state.

2007 Target: 250  
 2008 Target: 250  
 2009 Target: 250  
 2010 Target: 250  
 2011 Target: 250

**Output Text**

Extension agents who receive information dealing with pest alerts and pests currently a problem in the state.

2007 Target: 65  
 2008 Target: 65  
 2009 Target: 65  
 2010 Target: 65  
 2011 Target: 65

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Percent of trainees who will increase their knowledge of "first detector" techniques for identifying agro-terrorist threats and procedures for reporting pest problems.



**Outcome Type:** Short

2007 Target: 75

2008 Target: 75

2009 Target: 75

2010 Target: 75

2011 Target: 75

**20. External factors which may affect outcomes**

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

**Description**

Funding changes may occur due to changes in federal priorities. Support for diagnostic services from Extension personnel may be limited.

**21. Evaluation studies planned**

- After Only (post program)
- Before-After (before and after program)
- During (during program)

**Description**

Pre- and post-test evaluations will be carried out to determine a knowledge base and an increase in knowledge and willingness to carry out an activity by the participant. Another evaluation will consist of a survey of Extension personnel.

**22. Data Collection Methods**

- Mail
- On-Site
- Observation

**Description**

Pre- and post-tests will be given to training participants. Surveys will be conducted to obtain information from clientele in the counties directly or via Extension personnel.

## 1. Name of the Planned Program

Farm Management

## 2. Program knowledge areas

- 901 Program and Project Design, and Statistics 100 %

## 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 include the following activities: 1. Conduct 10 county-based recording and data management workshops with a 250 -amily target. We will also present our Farm Record and Day Journal publication and instruct our clients how to use this tool and why. This work will be accented with articles in the Market Bulletin, Farm Bureau Newsletter, the Risk Manager, and various local newspaper articles. Much of this work is funded by several RMA grants. 2. We will teach 50 farm families how to incorporate the handheld computer into their daily management chores. This will be accomplished by organizing 5 pilot groups who will develop the curricula and then train the next generation of 30 families. We will develop and refine 7 new software programs and 15 on-line training pieces so families can learn at home. This work will be shared with the farm families nationwide in 2008 when the project is completed and tested. This work is funded by a SARE grant. 3. Teach through classroom, on-line, DVD, and video streams 500 families how to reduce their tax liability. We will also present tax training to 1,400 families through the winter educational series. This will also be accented by articles in the aforementioned state media outlets. Families will be surveyed to ascertain their level of success. 4. We will conduct "cost per unit of production" workshops to include 400 farm families. Seventy of these will be dairies. In year three, 200 farmers will know what it costs them to produce their products on a per-unit basis. Next, they will learn how to compare this to a database of their peers. The long-range outcome is for these farmers to make management changes based on their cost per unit analysis that will make their operations more efficient. 5. Will teach risk-management awareness and abatement to 5000 farmers through 45 risk-management classes. Material will also be available on the Web, in normal media channels, and through one-on-one visits with faculty. The team will first assess the risk-management awareness of the audience and then help them learn the tools available to better manage risk. including the two revenue products called AGR-lite and LR 6. Conduct a professional development program for team and other faculty members that will focus on farm and risk-management strategies. Will include a - day retreat series where professionals are taught the principles of managing risk and effective ways to teach producers.

## 6. Situation and priorities

West Virginia farm families possess very few farm management skills. They have a production mentality, and few take time to assess risk or farm efficiency. This problem is widespread across all sectors of West Virginia's agriculture. We know that many successful operations are already using many of the soundest farm management techniques, but the majority is not.

## 7. Assumptions made for the Program

It is logical to assume that if farm managers are given two choices they will choose the one that takes them to the place they want to be in their operation. Sharpening their farm management skills will yield them choices and crop insurance will give them security. Tax management and price security should yield them increased disposal income or retained earnings.

## 8. Ultimate goal(s) of this Program

Improve farm management skills of West Virginia farm families.

## 9. Scope of Program

- 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	3.0	0.0	0.0	0.0
2008	3.0	0.0	0.0	0.0
2009	3.0	0.0	0.0	0.0
2010	3.5	0.0	0.0	0.0
2011	3.5	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

1. Conduct 10 county-based recording and data management workshops with a 250-family target. We will also present our Farm Record and Day Journal publication and instruct our clients how and why to use this tool. This work will be accented with articles in the Market Bulletin, Farm Bureau Newsletter, the Risk Manager, and various local newspaper articles. Much of this work is funded by several RMA grants. 2. We will teach 50 farm families how to incorporate the handheld computer into their daily management chores. This will be accomplished by organizing 5 pilot groups who will develop the curriculum and then train the next generation of 30 families. We will develop and refine 7 new software programs and 15 online training pieces so families can learn at home. This work will be shared with the farm families nationwide in 2008 when the project is completed and tested. This work is funded by a SARE grant. 3. Teach through classroom, on-line, DVD, and video streams 500 families how to reduce their tax liability. We will also present tax training to 1,400 families through the winter educational series. This will also be accented by articles in the aforementioned state media outlets. Families will be surveyed to ascertain their level of success. 4. We will conduct "cost per unit of productio " workshops to include 400 farm families. Seventy of these will be dairies. In year three, 200 farmers will know what it costs them to produce their products on a per-unit basis. Next, they will learn how to compare this to a database of their peers. The long-range outcome is for these farmers to make -management awareness and abatement to 5000 farmers through 45 risk-management classes. Material will also be available on the Web, in normal media channels, and through one-on-one visits with faculty. The team will first assess the risk-management awareness of the audience and then help them learn the tools available to them to better manage risk, including the two revenue products called AGR-lite and LR 6. Conduct a professional development program for team and other faculty members that will focus on farm and risk-management strategies. Will include a 2-day retreat series where professionals are taught the principles of managing risk and effective ways to teach producers.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Newsletters</li> <li>● Billboards</li> <li>● TV Media Programs</li> </ul>

- Other 1 (radio shows)
- Other 2 (newspaper articles)

**15. Description of targeted audience**

The audience can be divided into three sectors. 1) The professionals namely the WVU Extension Agriculture and Natural Resources unit members who will ultimately provide the majority of the face-to-face contact and instruction. 2) The professionals of other agencies and allied businesses with whom we share our clientele. It is desirable that this group have talking knowledge of our educational efforts and the issues their/our clients are facing and where to send them for help. 3) The farm families themselves who are primarily beef producers, with the others involved in small ruminants, tree fruits, market gardens, dairy, contract poultry, and many smaller ones. The majority are part-time operations. The majority of these producers are farm owners who also have a farm woodlot to steward.

**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	4000	800	0	0
2008	5000	900	0	0
2009	5500	1000	0	0
2010	6000	1100	0	0
2011	6500	1200	0	0

**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**

Farmer meetings and other training opportunities

- 2007 Target: 245
- 2008 Target: 245
- 2009 Target: 245
- 2010 Target: 245
- 2011 Target: 245

**Output Text**

Risk Manager farm management newsletter distribution

2007 Target: 5000  
2008 Target: 5000  
2009 Target: 5000  
2010 Target: 5000  
2011 Target: 5000

**Output Text**

Farm Record and Day Journal

2007 Target: 500  
2008 Target: 600  
2009 Target: 600  
2010 Target: 600  
2011 Target: 600

**Output Text**

Software adaptations for handheld and desktop computers

2007 Target: 8  
2008 Target: 10  
2009 Target: 15  
2010 Target: 18  
2011 Target: 20

**Output Text**

Annual cost per unit compilation posted on Web site

2007 Target: 1  
2008 Target: 2  
2009 Target: 3  
2010 Target: 4  
2011 Target: 5

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Participants will keep better and more useful records

**Outcome Type:** Short

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

**Outcome Text**

Families will become more profitable or be able to track their performance and make changes

**Outcome Type:** Medium

2007 Target: 15  
2008 Target: 20  
2009 Target: 25  
2010 Target: 25  
2011 Target: 25

**Outcome Text**

Pilot farmers will use handheld computers

**Outcome Type:** Short

2007 Target: 9  
2008 Target: 9  
2009 Target: 9  
2010 Target: 9  
2011 Target: 9

**Outcome Text**

Families will know the basics of handheld computer use

**Outcome Type:** Short

2007 Target: 35  
2008 Target: 35  
2009 Target: 35  
2010 Target: 35  
2011 Target: 35

**Outcome Text**

Families will become more profitable or reduce loss areas

**Outcome Type:** Medium

2007 Target: 35  
2008 Target: 35  
2009 Target: 35  
2010 Target: 35  
2011 Target: 35

**Outcome Text**

Improved understanding of tax code

**Outcome Type:** Short

2007 Target: 350  
2008 Target: 400  
2009 Target: 450  
2010 Target: 475  
2011 Target: 500

**Outcome Text**

Families will reduce tax liability

**Outcome Type:** Medium

2007 Target: 100  
2008 Target: 125  
2009 Target: 150  
2010 Target: 200  
2011 Target: 250

**Outcome Text**

Families will increase security for retirement years

**Outcome Type:** Long

2007 Target: 50  
2008 Target: 100  
2009 Target: 150  
2010 Target: 200  
2011 Target: 250

**Outcome Text**

Families know how to conduct cost per unit evaluation

**Outcome Type:** Short

2007 Target: 75  
2008 Target: 100  
2009 Target: 125  
2010 Target: 150  
2011 Target: 200

**Outcome Text**

Families conduct a cost per unit evaluation

**Outcome Type:** Medium

2007 Target: 75  
2008 Target: 100  
2009 Target: 125  
2010 Target: 150  
2011 Target: 150

**Outcome Text**

Families make management changes as a result of cost per analysis

**Outcome Type:** Medium

2007 Target: 75  
2008 Target: 100  
2009 Target: 100  
2010 Target: 100  
2011 Target: 100

**Outcome Text**

Families are more aware of risk

**Outcome Type:** Short

2007 Target: 400  
2008 Target: 450  
2009 Target: 500  
2010 Target: 550  
2011 Target: 600

**Outcome Text**

Families buy LRP and AGR-lite

**Outcome Type:** Medium

2007 Target: 10  
2008 Target: 12  
2009 Target: 15  
2010 Target: 18  
2011 Target: 20

**Outcome Text**

Families are prepared to manage the risk on their operations

**Outcome Type:** Short

2007 Target: 100  
2008 Target: 120  
2009 Target: 150  
2010 Target: 200  
2011 Target: 200

**Outcome Text**

Professionals gain greater understanding of farm management

**Outcome Type:** Short

2007 Target: 10  
2008 Target: 11  
2009 Target: 12  
2010 Target: 13  
2011 Target: 25

**Outcome Text**

Percent of faculty who build farm financial and risk strategies into their educational programs

**Outcome Type:** Medium

2007 Target: 60  
2008 Target: 65  
2009 Target: 70  
2010 Target: 85  
2011 Target: 100

**Outcome Text**

Percent of faculty members who develop Risk Management programs



**Outcome Type:** Long

2007 Target: 60  
2008 Target: 65  
2009 Target: 70  
2010 Target: 75  
2011 Target: 100

**20. External factors which may affect outcomes**

- Economy
- Public Policy changes
- Government Regulations

**Description**

The economy will exert the greatest challenges to farm financial and risk management programs. As fuel prices climb and market prices are affected by a fuel economy farmers will find themselves having to make changes. Public policy changes will force farmers to keep records and make hard decisions to obtain funding.

**21. Evaluation studies planned**

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

**Description**

Farm management is mostly evaluated by dollars and cents or pounds and bushels. There is no reason to use any other.

**22. Data Collection Methods**

- Sampling
- Mail
- Case Study

**Description**

We will sample or clients and extrapolate those findings against the entire population. The same goes for case studies. These will reveal sector differences and allow us to predict how other members of a particular sector will respond .

**1. Name of the Planned Program**

Family Times Newsletter

**2. Program knowledge areas**

- 802 Human Development and Family Well-Being 100 %

**3. Program existence**

- Mature (More than five years)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

Family Times Newsletter serves as the foundation of the parent education program in several counties. Issues are distributed to parents of kindergarten through second-grade children. There are now 20 issues available for distribution. Each issue focuses on a topic of concern to parents.

**6. Situation and priorities**

Parents of young children in WV need help with the many decisions they must make in parenting their children. These days, parents have many demands and often do not have time for extensive reading or attending parenting classes. The Family Times Newsletters were designed to meet the needs of busy parents. They provide age appropriate parenting tips on a variety of topics, provide a Book Nook and To Make a Difference sections, and are linked with and distributed by local schools.

**7. Assumptions made for the Program**

Parenting information is best delivered through partnerships with schools because they have access to parents and are trusted entities. Through the years, county agents have established relationships with elementary schools in their communities. Partnerships with schools also provides needed financial support for distribution that would otherwise have to be borne by county offices.

**8. Ultimate goal(s) of this Program**

{NO DATA ENTERED}

**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	0.1	0.0	0.0	0.0
2008	0.1	0.0	0.0	0.0
2009	0.1	0.0	0.0	0.0
2010	0.1	0.0	0.0	0.0
2011	0.1	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

-- Updated and disseminated existing Family Times Newsletters. -- Creation of new Family Times Newsletters. -- Creation and distribution of Tool Kit for Using Family Times Newsletters. -- Creation and implementation of an evaluation tool to be used with the Family Times Newsletter.

**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"> <li>● Other 1 (Collaborations with schools)</li> <li>● Other 2 (collarorations w/day care center)</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> </ul>

**15. Description of targeted audience**

Parents of 5-8 year old children.

**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	0	1000	0	0
2008	0	1500	0	0
2009	0	2000	0	0
2010	0	2500	0	0
2011	0	3000	0	0

**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**

Updated Family Times Newsletters.

2007 Target: 0  
 2008 Target: 0  
 2009 Target: 10  
 2010 Target: 0  
 2011 Target: 10

**Output Text**

Creation of new Family Times Newsletters.

2007 Target: 0  
 2008 Target: 0  
 2009 Target: 5  
 2010 Target: 0  
 2011 Target: 5

**Output Text**

Family Times Newsletters distributed.

2007 Target: 1000  
 2008 Target: 1500  
 2009 Target: 2000  
 2010 Target: 2500  
 2011 Target: 3000

**Output Text**

New counties recruited to distribute Family Times Newsletter.

2007 Target: 2  
 2008 Target: 2  
 2009 Target: 2  
 2010 Target: 2  
 2011 Target: 2

## Outcomes for the Program

### 19. Outcome measures

#### Outcome Text: Awareness created

##### Outcome Text

A percentage of readers of Family Times Newsletters will indicate that they use in their daily lives the information they gain from reading the newsletter.

**Outcome Type:** Medium

2007 Target: 0

2008 Target: 0

2009 Target: 0

2010 Target: 0

2011 Target: 0

### 20. External factors which may affect outcomes

- Competing Programatic Challenges
- Populations changes (immigration,new cultural groupings,etc.)

#### Description

Ability to make contacts within the school systems in each county.

### 21. Evaluation studies planned

- After Only (post program)

#### Description

A random sample of readers of Family Times Newsletters will be asked how and how often they use the information from the newsletters in their daily lives.

### 22. Data Collection Methods

- Sampling
- On-Site
- Structured

#### Description

A random sample of Family Times Newsletters readers will be surveyed by questionnaire and/or telephone interview.

**1. Name of the Planned Program**

Community Educational Outreach Service

**2. Program knowledge areas**

- 802 Human Development and Family Well-Being 100 %

**3. Program existence**

- Mature (More than five years)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

{NO DATA ENTERED}

**6. Situation and priorities**

Individuals and families in WV need strengthening through continuing education, leadership development, and community involvement. Families and individuals should be inspired to make learning an adventure as they advance through life while participating in continuing education opportunities to promote their leadership in the community.

**7. Assumptions made for the Program**

CEOS groups are grassroots efforts, led by local, state, and national CEOS leaders. Extension can best assist the CEOS organization by serving as advisers and consultants at the local, state, and national levels. It also can provide technical support at the state level.

**8. Ultimate goal(s) of this Program**

{NO DATA ENTERED}

**9. Scope of Program**

- 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	1.5	0.0	0.0	0.0
2008	1.5	0.0	0.0	0.0
2009	1.5	0.0	0.0	0.0
2010	1.5	0.0	0.0	0.0
2011	1.5	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

-- CEOS lesson plans. -- Presentations at CEOS conferences. -- Memberships on CEOS local and state boards. -- Educational support by county agents.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Other 1 (Committe and Board participation)</li> </ul>	<ul style="list-style-type: none"> <li>● Other 1 (Lesson plans)</li> </ul>

**15. Description of targeted audience**

6,000 CEOS members - WV middle-age and older women.

**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	6000	0	0	0
2008	6000	0	0	0
2009	6000	0	0	0
2010	6000	0	0	0
2011	6000	0	0	0

**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**

Production of CEOS-approved lesson plans.

2007 Target: 10  
 2008 Target: 10  
 2009 Target: 10  
 2010 Target: 10  
 2011 Target: 10

**Output Text**

Presentations by Extension agents and specialists at CEOS conferences.

2007 Target: 10  
 2008 Target: 10  
 2009 Target: 10  
 2010 Target: 10  
 2011 Target: 10

**Output Text**

Extension agents and specialists serving on CEOS local and state boards.

2007 Target: 7  
 2008 Target: 7  
 2009 Target: 7  
 2010 Target: 7  
 2011 Target: 7

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

An increased percentage from the year before of CEOS members taking leadership positions at the state and local levels.



**Outcome Type:** Long

2007 Target: 0

2008 Target: 0

2009 Target: 0

2010 Target: 0

2011 Target: 0

**20. External factors which may affect outcomes**

- Competing Programatic Challenges
- Populations changes (immigration,new cultural groupings,etc.)

**Description**

Decreased number of CEOS members in the organization statewide.

**21. Evaluation studies planned**

- During (during program)

**Description**

Each CEOS club will keep track of the number and type of leadership roles held by its members. Comparisions will be made from year to year.

**22. Data Collection Methods**

- Whole population
- On-Site

**Description**

{NO DATA ENTERED}

**1. Name of the Planned Program**

Family Storyteller

**2. Program knowledge areas**

- 806 Youth Development 100 %

**3. Program existence**

- Intermediate (One to five years)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

Numerous studies have demonstrated that children who are exposed to literature at a young age are more successful in school. Family Storyteller offers parents or other caregivers of children ages 2-1/2 to 6 six weekly sessions where they learn how to read to their children. Families are given a book and activities to do at home each week; there are two planned follow-up contacts.

**6. Situation and priorities**

There is a strong correlation between poverty and reading achievement. There is a considerable evidence of a relationship between reading regularly to a child and that child's later reading achievement. Also, children in poor families are less likely to be read to on a daily basis than children living above the poverty line. Low-income children continue to have reading difficulties throughout grade school, which impacts their ability to succeed in other subjects. Poor readers are more likely to drop out of school and end up in low-paying jobs.

**7. Assumptions made for the Program**

Created by the University of Nevada Cooperative Extension. Piloted and implemented by the West Virginia University Extension Service. Program evaluation indicates that program objectives are being met. Developed and revised curriculum to best meet the needs of our state. Program is provided through grant funding.

**8. Ultimate goal(s) of this Program**

Children entering school ready to learn.

**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	1.5	0.0	0.0	0.0
2008	1.5	0.0	0.0	0.0
2009	1.8	0.0	0.0	0.0
2010	1.8	0.0	0.0	0.0
2011	2.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

1. Train-the-trainer program. 2. Program consists of six weekly two and one-half hour workshops. 3. Participants receive a weekly take-home book and home activities to build on the book and the skills learned during the workshops. 4. Food is provided to participants at each workshop 5. Two follow-up books are sent to participants along with suggested activities.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> </ul>	<ul style="list-style-type: none"> <li>● Other 1 (follow up)</li> </ul>

**15. Description of targeted audience**

Designed for low-literacy and/or low-income parents and caregivers of preschool children.

**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	200	200	200
2008	250	250	250	250
2009	300	300	300	300
2010	350	350	350	350
2011	400	400	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**

Obtain and organize materials for participants

2007 Target: 150  
 2008 Target: 0  
 2009 Target: 0  
 2010 Target: 0  
 2011 Target: 0

**Output Text**

Statewide trainings

2007 Target: 3  
 2008 Target: 0  
 2009 Target: 0  
 2010 Target: 0  
 2011 Target: 0

**Output Text**

Presentations at State and National Conferences

2007 Target: 2  
 2008 Target: 0  
 2009 Target: 0  
 2010 Target: 0  
 2011 Target: 0

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Increased knowledge of parent/child reading strategies.

**Outcome Type:** Short

2007 Target: 120  
2008 Target: 150  
2009 Target: 180  
2010 Target: 210  
2011 Target: 240

**Outcome Text**

Continued support and sustainability

**Outcome Type:** Long

2007 Target: 100000  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**Outcome Text**

Increased time spent reading to children.

**Outcome Type:** Medium

2007 Target: 120  
2008 Target: 150  
2009 Target: 180  
2010 Target: 210  
2011 Target: 240

**20. External factors which may affect outcomes**

- Competing Public priorities
- Competing Programmatic Challenges

**Description**

Current program funder, Claude W. Benedum Foundation, tends to fund programs for only three years. Difficult for Extension Agents to commit to conducting a six-week program. The state priority currently appears to be children's' health issues.

**21. Evaluation studies planned**

- After Only (post program)
- Before-After (before and after program)

**Description**

Demographic data are collected from participants on the registration form. Parents Reading to Children Pre-Questionnaire and Reading at Home Pre-Questionnaire are completed at the first session. Parents Reading to Children Post-Questionnaire and Reading at Home Post-Questionnaire are completed at the end of the program. One month following the last workshop, participants are mailed Parents Reading to Children Mailed Questionnaire and Reading at Home Mailed Questionnaire.

**22. Data Collection Methods**

- Whole population
- Mail
- On-Site

**Description**

Program surveys will be used. These survey tools are listed in the answer to question #18.

**1. Name of the Planned Program**

Childcare Education

**2. Program knowledge areas**

- 802 Human Development and Family Well-Being 100 %

**3. Program existence**

- Intermediate (One to five years)

**4. Program duration**

- Medium Term (One to five years)

**5. Brief summary about Planned Program**

Family and consumer sciences educators participate in childcare training programs at the local level. Some are designed to allow all employed childcare workers to become certified by the state so that they can provide more professional care to children.

**6. Situation and priorities**

Many of those who are caring for our children in childcare centers in West Virginia are not trained adequately. Many childcare workers have high school or GED certificates but no higher education. Extension educators can provide college-level training on a variety of subjects related to child development and care. The Apprentice for Child Development Specialist program (ACDS) in West Virginia is committed to certifying childcare providers through an educational program linked to on-the-job experience. There are not enough ACDS trainers in West Virginia counties.

**7. Assumptions made for the Program**

Training of childcare providers not only provides safer environments for our children, but also increases the likelihood that providers will successful and be retained in their jobs. Those trained in the ACDS program often go on to receive associate degrees and become better-equipped childcare workers. Rural counties have difficulty finding qualified instructors and Extension can fill that need. Participation in the ACDS program provides Extension agents with access to other programs in the community and enhances the reputation of the Extension agent as a professional heling to meet needs.

**8. Ultimate goal(s) of this Program**

Childcare workers will provide professional, safe care for children who attend childcare centers in the state.

**9. Scope of Program**

- In-State Extension

**Inputs for the Program**

**10. Expending formula funds or state-matching funds**

- Yes

**11. Expending other then 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	0.6	0.0	0.0	0.0
2008	0.6	0.0	0.0	0.0
2009	0.6	0.0	0.0	0.0
2010	0.6	0.0	0.0	0.0
2011	0.6	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

-- ACDS students complete the program. -- Extension agents complete the ACDS training and Extension agents participate in ACDS in nonteaching ways. -- Fact sheets on how to become involved in ACDS. -- Childcare quarterly articles written.

**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"> <li>● Education Class</li> <li>● One-on-One Intervention</li> <li>● Other 1 (Participation on advisory boards)</li> </ul>	<ul style="list-style-type: none"> <li>● Other 1 (Fact sheets and articles)</li> </ul>

**15. Description of targeted audience**

Childcare providers - individuals employed at day care centers who want further training or who want to be certified in the ACDS program.

**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	75	0	0	0
2008	75	0	0	0
2009	75	0	0	0
2010	75	0	0	0
2011	75	0	0	0

**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**

Trained ACDS students.

2007 Target: 75  
 2008 Target: 75  
 2009 Target: 75  
 2010 Target: 75  
 2011 Target: 75

**Output Text**

Trained Extension faculty in the ACDS program.

2007 Target: 1  
 2008 Target: 1  
 2009 Target: 1  
 2010 Target: 1  
 2011 Target: 1

**Output Text**

Extension faculty participate in the ACDS program in nonteaching roles.

2007 Target: 3  
 2008 Target: 3  
 2009 Target: 3  
 2010 Target: 3  
 2011 Target: 3

**Output Text**

Childcare Quarterly articles published.

2007 Target: 1  
 2008 Target: 1  
 2009 Target: 1  
 2010 Target: 1  
 2011 Target: 1



## Outcomes for the Program

### 19. Outcome measures

#### Outcome Text: Awareness created

##### Outcome Text

Percentage of ACDS students who receive a B or better in ACDS classes.

##### Outcome Type: Short

2007 Target: 0

2008 Target: 0

2009 Target: 0

2010 Target: 0

2011 Target: 0

##### Outcome Text

Percentage of ACDS students who become certified in the program after completing courses taught by Extension faculty.

##### Outcome Type: Medium

2007 Target: 0

2008 Target: 0

2009 Target: 0

2010 Target: 0

2011 Target: 0

### 20. External factors which may affect outcomes

- Economy
- Competing Programatic Challenges

#### Description

The ACDS program is a time-consuming program for Extension agents. Other competing programs, more directly linked to Extension, may need to take priority.

### 21. Evaluation studies planned

- During (during program)

#### Description

Keeping records of grades and completion of ACDS certification.

### 22. Data Collection Methods

- Whole population
- Tests

#### Description

Grades of B or above year to year. Completion of ACDS program year to year. Possibly completion of college degrees after completing child care program.

**1. Name of the Planned Program**

Senior Moments

**2. Program knowledge areas**

- 802 Human Development and Family Well-Being 100 %

**3. Program existence**

- Intermediate (One to five years)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

The Senior Moments Newsletter serves older adults in West Virginia, ages 55 and above. It is distributed through community organizations such as senior centers and senior housing facilities. The newsletter contains information on how to live a healthier lifestyle in one's older years. The entertaining newsletters contain jokes and puzzles, along with educational information.

**6. Situation and priorities**

The median age in West Virginia is among the highest in the nation. West Virginia also is in the top five states in the percentage of older adults over the age of 65. Many Extension programs are designed to improve the health and life satisfaction of older adults. In West Virginia, many older adults are isolated and do not have access to educational resources that could help them lead healthier lifestyles. A method to provide information to older adults in rural counties is needed.

**7. Assumptions made for the Program**

Many older adults in West Virginia are not computer savvy and/or do not have access to computers. A high percentage of older adults in West Virginia have low literacy skills. Older adults in West Virginia have strong ties to their communities and rely on community leaders for information and support. Collaboration at the local level is an important way to meet the needs of older adults, and Extension is particularly good at working within collaborations.

**8. Ultimate goal(s) of this Program**

{NO DATA ENTERED}

**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	0.1	0.0	0.0	0.0
2008	0.1	0.0	0.0	0.0
2009	0.1	0.0	0.0	0.0
2010	0.0	0.0	0.0	0.0
2011	0.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

-- New Family Times Newsletters. -- Access to Family Times Newsletters on the Internet.

**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"> <li>● Education Class</li> <li>● One-on-One Intervention</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> </ul>

**15. Description of targeted audience**

Adults in West Virginia aged 55 and older.

**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	0	3000	0	0
2008	0	3500	0	0
2009	0	4000	0	0
2010	0	4500	0	0
2011	0	5000	0	0

**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**

Increase in the number of counties distributing the Senior Moments Newsletter.

2007 Target: 5  
 2008 Target: 9  
 2009 Target: 13  
 2010 Target: 17  
 2011 Target: 20

**Output Text**

Increase in the distribution of Senior Moment Newsletters to individual senior citizens.

2007 Target: 3000  
 2008 Target: 3500  
 2009 Target: 4000  
 2010 Target: 4500  
 2011 Target: 5000

**Output Text**

Increase in the number of new Senior Moments Newsletter produced.

2007 Target: 12  
 2008 Target: 12  
 2009 Target: 12  
 2010 Target: 12  
 2011 Target: 12

**Output Text**

Increase in the number of Senior Moment sNewsletters produced.

2007 Target: 12  
 2008 Target: 12  
 2009 Target: 12  
 2010 Target: 12  
 2011 Target: 12

## Outcomes for the Program

### 19. Outcome measures

#### Outcome Text: Awareness created

##### Outcome Text

Increase in awareness of resources to help older adults live healthier lifestyles by readers of the Senior Moments Newsletter.

**Outcome Type:** Medium

2007 Target: 0

2008 Target: 0

2009 Target: 0

2010 Target: 0

2011 Target: 0

### 20. External factors which may affect outcomes

- Economy
- Competing Programatic Challenges
- Populations changes (immigration,new cultural groupings,etc.)

#### Description

Increase in the the number of older adults in West Virginia. Extension's emphasis on youth development.

### 21. Evaluation studies planned

- After Only (post program)
- During (during program)
- Comparisons between program participants (individuals,group,organizations) and non-participants

#### Description

Random sample of participants to measure awareness of community services.

### 22. Data Collection Methods

- Sampling
- Telephone

#### Description

Telephone survey of random sample of readers.

**1. Name of the Planned Program**

Relatives as Parents

**2. Program knowledge areas**

- 802 Human Development and Family Well-Being 100 %

**3. Program existence**

- Intermediate (One to five years)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

Relatives as Parents Program (RAPP) provides support services to grandparents and other relatives who care for children of parents. The program seeks to increase the educational, social, emotional, and material support for relatives functioning in the role of parents and trains support group facilitators. RAPP activities include regional training for group facilitators and caregivers, educational materials, newsletters, a listserv, and regional family camps.

**6. Situation and priorities**

Nationally, there are about 5 million children being raised by a grandparent or other relative because their biological parent is not able or willing to assume the parenting role. In West Virginia, there are approximately 25,000 children being raised by a grandparent and 20,000 custodial caregivers. The number one reason grandparents are raising their grandchildren is drug or alcohol abuse. Other reasons are incarceration, abandonment, death and military employment. Particularly salient are their needs for legal and financial assistance and accessing the formal child welfare system.

**7. Assumptions made for the Program**

The RAPP program is and has been a collaborative program with the WV Department of Health and Human Resources (including Family Resource Networks) and Mission West Virginia, Inc. Extension faculty will work with FRN directors to provide education and resources to county individuals. There are support groups operating in the counties, but the emphasis will now be on training mentors who will answer calls from kin caregivers. We will also offer local workshops, a newsletter, and listserv and will begin exploring the option of conducting family camps.

**8. Ultimate goal(s) of this Program**

{NO DATA ENTERED}

**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	0.1	0.0	0.0	0.0
2008	0.1	0.0	0.0	0.0
2009	0.0	0.0	0.0	0.0
2010	0.0	0.0	0.0	0.0
2011	0.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

-- Trained mentors. -- Educational resources - newsletter, booklets, listserve. -- Workshops. -- Family Camp.

**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"> <li>● Workshop</li> <li>● One-on-One Intervention</li> <li>● Other 1 (camps)</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> <li>● Other 1 (electronic mailing lists)</li> <li>● Other 2 (booklets)</li> </ul>

**15. Description of targeted audience**

Grandparents and other relatives who are raising children for another relative. Children being raised by a relative.

**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	175	1000	40	0
2008	175	1000	40	0
2009	215	1000	80	0
2010	215	1000	80	0
2011	215	1000	80	0

**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**

Trained RAPP mentors and facilitators.

2007 Target: 55  
 2008 Target: 55  
 2009 Target: 55  
 2010 Target: 55  
 2011 Target: 55

**Output Text**

Family camps for kin caregivers and children.

2007 Target: 2  
 2008 Target: 2  
 2009 Target: 4  
 2010 Target: 4  
 2011 Target: 4

**Output Text**

RAPP Newsletters.

2007 Target: 4  
 2008 Target: 4  
 2009 Target: 4  
 2010 Target: 4  
 2011 Target: 4

**Output Text**

Regional workshops for kin caregivers

2007 Target: 4  
 2008 Target: 4  
 2009 Target: 4  
 2010 Target: 4  
 2011 Target: 4



## Outcomes for the Program

### 19. Outcome measures

#### Outcome Text: Awareness created

##### Outcome Text

Improved feelings of family support and connectedness among camp participants.

##### Outcome Type: Short

2007 Target: 0

2008 Target: 0

2009 Target: 0

2010 Target: 0

2011 Target: 0

##### Outcome Text

Increased knowledge of how to find community resources to support the needs of kin caregivers and their children.

##### Outcome Type: Short

2007 Target: 0

2008 Target: 0

2009 Target: 0

2010 Target: 0

2011 Target: 0

### 20. External factors which may affect outcomes

- Appropriations changes
- Competing Programatic Challenges

#### Description

Competing programs may hamper county agents' ability to participate in the program.

### 21. Evaluation studies planned

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

#### Description

We will use pre- and post-surveys to measure increases in knowledge of resources and changes in feelings of family connectedness.

### 22. Data Collection Methods

- Whole population
- Mail
- Telephone
- On-Site

#### Description

Pre- and post-surveys, followed by phone interviews.

**1. Name of the Planned Program**

Reading Partners

**2. Program knowledge areas**

- 802 Human Development and Family Well-Being 100 %

**3. Program existence**

- Intermediate (One to five years)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

Many children have few opportunities to practice reading and have little motivation to read. Reading Partners teaches preteens to grandparents how to read WITH, not TO, children ages 5 to 8. Shared reading strategies provide support and build confidence.

**6. Situation and priorities**

Reading is the foundation of all learning. Four of every 6 children in West Virginia experiences difficulty reading. Poor readers at the end of fourth grade comprise an overwhelming percentage of school dropouts, juvenile delinquents, and prison inmates. To become good readers, children need opportunities to practice. This is not provided in schools or in most homes.

**7. Assumptions made for the Program**

Evaluation data indicates that the approach works. Training materials have been developed. Implementation costs are minimal.

**8. Ultimate goal(s) of this Program**

Children will become proficient readers by the end of the third grade.

**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	1.0	0.0	0.0	0.0
2008	1.3	0.0	0.0	0.0
2009	1.3	0.0	0.0	0.0
2010	1.5	0.0	0.0	0.0
2011	1.5	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

1. Train the trainers to implement the program. 2. Train participants to read with their children.

**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"> <li>● Education Class</li> <li>● One-on-One Intervention</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> <li>● Web sites</li> </ul>

**15. Description of targeted audience**

Parents and care givers of children ages 3 to 8.

**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	8000	800	0
2008	875	8000	875	0
2009	875	8000	875	0
2010	1050	8000	1050	0
2011	1050	8000	1050	0

**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**

Dissemination of Reading Partner program materials

2007 Target: 0  
 2008 Target: 0  
 2009 Target: 0  
 2010 Target: 0  
 2011 Target: 0

**Output Text**

Train-the-trainer workshops

2007 Target: 0  
 2008 Target: 0  
 2009 Target: 0  
 2010 Target: 0  
 2011 Target: 0

**Output Text**

Participant training workshops

2007 Target: 0  
 2008 Target: 0  
 2009 Target: 0  
 2010 Target: 0  
 2011 Target: 0

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

70% of participants will increased their knowledge of shared reading strategies.

**Outcome Type:** Short

2007 Target: 490  
2008 Target: 650  
2009 Target: 650  
2010 Target: 735  
2011 Target: 735

**Outcome Text**

60% of participants will spend increased time reading with children.

**Outcome Type:** Medium

2007 Target: 420  
2008 Target: 525  
2009 Target: 525  
2010 Target: 630  
2011 Target: 630

**Outcome Text**

New funding.

**Outcome Type:** Long

2007 Target: 50000  
2008 Target: 50000  
2009 Target: 50000  
2010 Target: 50000  
2011 Target: 50000

**Outcome Text**

Adoption of Reading Partners by groups external to WVUES

**Outcome Type:** Long

2007 Target: 50  
2008 Target: 100  
2009 Target: 100  
2010 Target: 150  
2011 Target: 150

**20. External factors which may affect outcomes**

- Competing Programatic Challenges

**Description**

Extension agents and professionals with other organizations have competing programs that affect implementation time. However, once personnel are trained, Reading Partners requires minimal time to teach. It is easily adaptable to a variety of audiences.

**21. Evaluation studies planned**

- After Only (post program)
- Retrospective (post program)

**Description**

Retrospective evaluations are administered to all participants at both types of trainings. A sampling of participants participates in a follow-up interview.

## 22. Data Collection Methods

- Sampling
- Whole population
- Structured
- Unstructured

### Description

Retrospective post- and pre-measures; interviews.

**1. Name of the Planned Program**

Safety and Health Extension

**2. Program knowledge areas**

- 724 Healthy Lifestyle 25 %
- 723 Hazards to Human Health and Safety 50 %
- 402 Engineering Systems and Equipment 25 %

**3. Program existence**

- Mature (More than five years)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

Improved workplace safety is the primary planned program of Safety and Health Extension, part of West Virginia University's Extension Service. Program elements include training, research, and service on the topics of fall protection for commercial and residential construction workers, disaster-site worker and trainer courses, ergonomic awareness for nursing home employees, OSHA train-the-trainer courses for construction and general industry, safety during modular home installations, teaching techniques, and safety training for WVU employees.

**6. Situation and priorities**

What is the problem or issue? Occupational injuries and illness continue to plague US workers in construction and general industry. Why is this a problem? Workers and their families suffer, employers experience lost production time, economic loss, and more expensive products and services. For whom does this problem exist? This problem exists for workers and their families, employers, and consumers of products and services. What do we know about the problem? Interventions and solutions to alleviate/minimize the problem exist; implementation is difficult.

**7. Assumptions made for the Program**

West Virginia University Safety and Health Extension (WVUSHE) safety and health professionals are experienced and knowledgeable in the areas of teaching, research, and service. Interventions and solutions implemented by WVUSHE professionals are problem- or employer-specific and based on best practices accepted by OSHA and the safety profession in general.

**8. Ultimate goal(s) of this Program**

Improved workforce safety is the ultimate goal of all endeavors conducted by WVUSHE, including (i) development of a state, regional, and university workforce capable of effectively addressing situations involving exposure to safety and/or health hazards, and (ii) contributions to West Virginia's economy by saving lives and reducing injuries, illnesses, and related costs.

**9. Scope of Program**

- 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	5.5	0.0	0.0	0.0
2008	6.5	0.0	0.0	0.0
2009	6.5	0.0	0.0	0.0
2010	6.5	0.0	0.0	0.0
2011	6.5	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

1. WVUSHE creates areas of excellence (i.e., safety and health training modules and classes in construction and general industry, and fall protection training in residential and modular home building) that contribute nationally to progress in occupational safety and health. 2. WVUSHE develops funding mechanisms (including grants, contracts, and fees for services) that provide stability and room for growth to provide its research, training, and other services to employers, workers, and unions at a reasonable cost. 3. WVUSHE enlists resources from among the entire WVU employee population and other state and local government and private entities to provide occupational safety and health services.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> <li>● Demonstrations</li> <li>● Other 1 (seminars)</li> <li>● Other 2 (conferences)</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Newsletters</li> <li>● Billboards</li> <li>● TV Media Programs</li> <li>● Web sites</li> <li>● Other 1 (email announcements)</li> <li>● Other 2 (printed brochures)</li> </ul>

**15. Description of targeted audience**

The primary targeted audience comprises people who seek to implement or assist in the implementation of individual or employer compliance with state, federal, and local safety and health legislation, guidelines, and/or recommendations. Employer/owner representatives may include safety and health professionals, owners, managers, supervisors, and union members and affiliates. Individuals may include volunteers, immigrants, migrant workers, children, youths, disabled community members, and/or adults from the aging population.

**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	4000	500	500	50
2008	4200	600	600	100
2009	4400	700	700	150
2010	4600	800	800	200
2011	4800	900	900	250

**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**

Individuals receiving WVUSHE occupational safety and health training

2007 Target: 2000  
 2008 Target: 2200  
 2009 Target: 2400  
 2010 Target: 2600  
 2011 Target: 2800

**Output Text**

Updates to occupational safety and health resource lists.

2007 Target: 10  
 2008 Target: 20  
 2009 Target: 30  
 2010 Target: 40  
 2011 Target: 50

**Output Text**

Funding mechanisms provided to employers

2007 Target: 1  
 2008 Target: 2  
 2009 Target: 3  
 2010 Target: 4  
 2011 Target: 5

## Outcomes for the Program

### 19. Outcome measures

#### Outcome Text: Awareness created

##### Outcome Text

Individuals receiving WVUSHE occupational safety/health training will learn appropriate methods to comply with federal, state, and local legislation.

##### Outcome Type: Short

2007 Target: 4000

2008 Target: 4200

2009 Target: 4400

2010 Target: 4600

2011 Target: 4800

##### Outcome Text

Individuals receiving WVUSHE occupational safety/health training will experience fewer on-the-job injuries and illnesses.

##### Outcome Type: Medium

2007 Target: 4000

2008 Target: 4200

2009 Target: 4400

2010 Target: 4600

2011 Target: 4800

##### Outcome Text

Workplace facilities and environments will have fewer safety and health hazards.

##### Outcome Type: Long

2007 Target: 4000

2008 Target: 4200

2009 Target: 4400

2010 Target: 4600

2011 Target: 4800

##### Outcome Text

Workplaces will employ -- in all types of positions including managerial, supervisory, and the trades -- employees trained in appropriate safety and health legislation and compliance.

##### Outcome Type: Long

2007 Target: 4000

2008 Target: 4200

2009 Target: 4400

2010 Target: 4600

2011 Target: 4800

### 20. External factors which may affect outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Government Regulations
- Competing Public priorities
- Competing Programmatic Challenges

### **Description**

An external factor, such as a shift in political emphases regarding the perceived importance of occupational safety and health hazards, often influences the promulgation of OSHA standards and regulations. Example: Several years ago, proposed ergonomic regulations were not promulgated by OSHA following a shift in national political power. This development had a slight effect on the scope and content of WVUSHE occupational safety and health training classes. Although WVUSHE training courses continued to emphasize the importance of addressing mitigation of workplace ergonomic hazards, impetus for compliance among target groups may have been minimized due to lack of implementation of a specific ergonomic OSHA standard.

### **21. Evaluation studies planned**

- Retrospective (post program)
- Before-After (before and after program)
- Time series (multiple points before and after 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.
- Comparison between locales where the program operates and sites without program intervention

### **Description**

WVUSHE Training Courses: Immediately following all WVUSHE training courses, all participants receive 1- or 2-page printed evaluation forms consisting of narrative and Likert scale sections. Participants are requested to provide written input regarding instructor(s) (i.e., effectiveness, level of preparation, content delivery, course facilitation) and course (i.e., topic relevance and course structure, content, and coverage). WVUSHE Research and Service Activities: Evaluation scope and methods are contingent on program elements and requirements. They may include participant, instructor, and researcher input.

### **22. Data Collection Methods**

- Sampling
- Whole population
- Mail
- Telephone
- On-Site
- Structured
- Unstructured
- Case Study
- Observation
- Tests
- Other

### **Description**

All of the above-listed qualitative and quantitative evaluation methods are part of WVUSHE's general evaluation approach. These methods have been used for evaluation of various projects and efforts in the past, are currently being used, and/or are planned for future project evaluation. Results are tabulated and compiled in training, service, and/or research summaries and are reported in individual instructor and general WVUSHE annual reports. Project summaries are often submitted in publishable format for professional journals and presented by WVUSHE personnel at local, regional, and national workshops and conferences.

**1. Name of the Planned Program**

Fairs and Festivals at Jackson's Mill

**2. Program knowledge areas**

- 803 Sociological and Technological Change Affecting Individuals, Families and Communities 40 %
- 903 Communication, Education, and Information Delivery 50 %
- 806 Youth Development 10 %

**3. Program existence**

- Intermediate (One to five years)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

This planned program involves getting Extension's name out to various fairs and festivals across the state, marketing for the Jackson's Mill historic area, involvement in the WV Association of Fairs and Festivals, and educational programs for adult and youth highlighting heritage activities. This is a planned program because of the wide range of fairs and festivals across the state and the opportunities associated with them.

**6. Situation and priorities**

The issue relates directly to the History Hitting the Road program associated with Jackson's Mill and how it relates to the various fairs and festivals across the state. Also relates to the educational opportunities associated with Stonewall Jackson Jubilee, Lewis County Fair, the State Fair of West Virginia and the relationship with the Fairs and Festivals Association.

**7. Assumptions made for the Program**

Communities and the Jackson's Mill community can build collaborations within the state that can assist Extension in marketing its products, including conferencing at Jackson's Mill.

**8. Ultimate goal(s) of this Program**

Marketing Extension Programs and activities will increased awareness of Extension, increase awareness of Jackson's Mill and increase sharing of heritage and culture.

**9. Scope of Program**

- In-State Extension

**Inputs for the Program**

**10. Expending formula funds or state-matching funds**

- Yes

**11. Expending other then 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	0.5	0.0	0.0	0.0
2008	1.0	0.0	0.0	0.0
2009	1.0	0.0	0.0	0.0
2010	1.0	0.0	0.0	0.0
2011	1.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

1. State Fair of West Virginia exposure to educational opportunities in extension. 2. Fairs and Festivals held at WVU Jackson's Mill – Stonewall Jackson Arts and Crafts Jubilee, Lewis County Fair. 3. Association with various fairs and festivals across the state with WVU Jackson's Mill "history hitting the road" program. 4. Staff involvement with WV Fairs and festivals Association.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Billboards</li> <li>● Other 1 (brochures)</li> </ul>

**15. Description of targeted audience**

Targeted audiences are those attending the various fairs and festivals across the state, including youths.

**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	10000	10000	5000	5000
2008	15000	15000	10000	10000
2009	20000	20000	15000	15000
2010	25000	25000	20000	20000
2011	30000	30000	25000	25000

**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**

Contacts in various communities throughout the state

2007 Target: 10000  
 2008 Target: 11000  
 2009 Target: 12000  
 2010 Target: 13000  
 2011 Target: 14000

**Output Text**

Individuals participating in educational events at Jackson’s Mill during fairs and festivals.

2007 Target: 10000  
 2008 Target: 11000  
 2009 Target: 12000  
 2010 Target: 13000  
 2011 Target: 14000

**Output Text**

PR/marketing contacts with fairs and festivals throughout WV

2007 Target: 15  
 2008 Target: 20  
 2009 Target: 25  
 2010 Target: 30  
 2011 Target: 35

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Increased knowledge of the public and directors of fairs and festivals about WVU and Extension. Base data have not yet been collected.

**Outcome Type:** Medium

2007 Target: 0

2008 Target: 0

2009 Target: 0

2010 Target: 0

2011 Target: 0

## 20. External factors which may affect outcomes

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

### Description

Most of these can affect program offerings as all are outdoors and based on funding and appropriate marketing within limitations.

## 21. Evaluation studies planned

- Comparisons between program participants (individuals,group,organizations) and non-participants
- Comparison between locales where the program operates and sites without program intervention

### Description

Talking with contact persons, participants, and Fairs and Festivals Association.

## 22. Data Collection Methods

- Structured
- Unstructured
- Observation

### Description

{NO DATA ENTERED}

### 1. Name of the Planned Program

Institute for Labor Studies and Research Programs

### 2. Program knowledge areas

- 723 Hazards to Human Health and Safety 20 %
- 609 Economic Theory and Methods 10 %
- 806 Youth Development 5 %
- 903 Communication, Education, and Information Delivery 35 %
- 608 Community Resource Planning and Development 30 %

### 3. Program existence

- Mature (More than five years)

### 4. Program duration

- Long-Term (More than five years)

### 5. Brief summary about Planned Program

The Institute for Labor Studies and Research provides university-quality programs of teaching, research, and service for labor organizations at the local, state, regional, and national levels to support and strengthen the trade union movement, to improve labor-management relations, to promote social justice within unions, and to enhance labor's role in the community.

### 6. Situation and priorities

The labor movement is facing a number of challenges on both state and national levels. Not only are labor unions and organizations faced with ideological questions, but the face of the workforce and even the nature of work are changing. With this in mind, labor groups will need to maintain a sense of continuity while simultaneously addressing new issues that arise. It will also be important to foster an atmosphere of solidarity so that labor groups are able to pool their resources.

### 7. Assumptions made for the Program

The faculty involved with the Institute for Labor Studies and Research program (ILSR) are knowledgeable, innovative, and dedicated to meeting the needs of ILSR's clientele. The labor movement is simultaneously traditional and progressive, so the faculty must be able to address both traditional and evolving needs. Through a very close-knit working relationship with our constituents, and with the support of WVU Extension, ILSR is able to develop appropriate need-oriented programs and perform relevant research. The exceptional ability of the ILSR faculty, the close relationship with ILSR's constituency, and WVU Extension's unwavering support will ensure the ILSR program's success.

### 8. Ultimate goal(s) of this Program

1. Basic leadership training. -- Prepare current and future leaders to be effective and practical representatives of their members -- Support and strengthen the trade union movement through a core of basic leadership classes. 2. Educational conferences. -- Increase the capacity of workers, union members and leaders, and other activists to address specific issues by providing conferences devoted to special topics. -- Develop expertise in program areas and serve as a resource to disseminate new knowledge and to provide updates for existing knowledge. 3. Residential programs. -- Improve the ability of workers, union members, and leaders to represent union members in the workplace and in the community by promoting the exchange of ideas between international unions and/or geographic location. 4. Workplace safety and health. -- Increase the level of knowledge about workplace safety and health hazards among working men, women, and youths as a means of preventing or reducing workplace injuries. -- Serve as a significant resource for safety and health programs, especially by labor-oriented groups. 5. Labor History. -- Increase the knowledge of labor's role in history and provide working men and women with a contextual framework within which they can better understand the American workforce -- Increase labor's historical representation in county schools and youth-oriented programs.

### 9. Scope of Program

- Multistate Extension
- Multistate Research



**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	6.0	0.0	0.0	0.0
2008	7.0	0.0	0.0	0.0
2009	7.0	0.0	0.0	0.0
2010	7.0	0.0	0.0	0.0
2011	7.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

1. Conduct classes for veteran and novice union representatives and develop or update curricula addressing both current labor issues and historical events that provide context for understanding. 2. Coordinate conferences relevant to workers, union members and leaders, and other activists and conduct classes for conference attendees. 3. Coordinate residential programs in collaboration with specific labor unions and organizations, conduct classes for program participants relevant to the specific sponsoring body, and provide networking opportunities for program participants. 4. Conduct classes on safety and health topics relevant to workers and their workplaces and provide training to young workers learning employment skills. 5. Develop and update multimedia presentation for union members and individuals interested in labor history, and create other media presentations and educational materials relevant to youth-oriented education.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> <li>● Demonstrations</li> </ul>	<ul style="list-style-type: none"> <li>● Other 1 (fact sheets)</li> <li>● Other 2 (research-based publications)</li> </ul>

**15. Description of targeted audience**

Working men and women, specifically those who are affiliated with labor organizations, and youths who will one day enter the workforce.

**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	1500	0	165	0
2008	1500	0	165	0
2009	1500	0	165	0
2010	1500	0	165	0
2011	1500	0	165	0

**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**

Strategic planning sessions.

2007 Target: 2  
 2008 Target: 2  
 2009 Target: 2  
 2010 Target: 2  
 2011 Target: 2

**Output Text**

County school presentations.

2007 Target: 1  
 2008 Target: 1  
 2009 Target: 1  
 2010 Target: 1  
 2011 Target: 1

**Output Text**

Coalition involvement/presentations

2007 Target: 1  
 2008 Target: 1  
 2009 Target: 1  
 2010 Target: 1  
 2011 Target: 1

**Output Text**

Residential programs in collaboration with labor unions

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**Output Text**

Classes for workers and their workplaces

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**Output Text**

Media presentations

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**Output Text**

Conferences for workers, union members, leaders and other activists

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**Output Text**

Curricula addressing labor issues and historical events

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

**Output Text**

Classes for veteran and novice union representatives

2007 Target: 0  
2008 Target: 0  
2009 Target: 0  
2010 Target: 0  
2011 Target: 0

## Outcomes for the Program

### 19. Outcome measures

#### Outcome Text: Awareness created

##### Outcome Text

Increased capacity, knowledge, and/or heightened awareness by workers and labor union members about ways their organizations can be improved or strengthened.

##### Outcome Type: Short

2007 Target: 1500  
2008 Target: 1500  
2009 Target: 1500  
2010 Target: 1500  
2011 Target: 1500

### 20. External factors which may affect outcomes

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

#### Description

Organized labor involvement is affected by a number of factors including, but not limited to, the nation's economy, globalization, deindustrialization, and government regulation (e.g., free trade agreements). Changes in the structure of organized labor will impact program participation. While labor organizations are our core audience, the program could face pressure to expand its audience to include nonlabor audiences. The program must also deal with potential budgetary constraints.

### 21. Evaluation studies planned

- Comparisons between program participants (individuals,group,organizations) and non-participants
- Comparison between locales where the program operates and sites without program intervention

#### Description

Evaluation is primarily post-program used to determine effective programmatic areas, but other evaluation (e.g., comparisons) will be used when appropriate.

### 22. Data Collection Methods

- Structured
- Unstructured
- Observation

#### Description

Virtually all evaluation will be done via survey format, most often on-site and consisting of the entire program population. However, mail survey methods of the whole or sample population may be employed.

**1. Name of the Planned Program**

Family Finance

**2. Program knowledge areas**

- 801 Individual and Family Resource Management 100 %

**3. Program existence**

- New (One year or less)

**4. Program duration**

- Medium Term (One to five years)

**5. Brief summary about Planned Program**

It is essential in our fast-moving society to have some working knowledge of basic financial planning. Credit card debt has risen dramatically in recent years, and families need help in managing that debt. Family finance programs at WVU Extension focus on training family members to understand and manage credit cards as well as other financial literacy issues.

**6. Situation and priorities**

Families in WV need help managing their money. Of particular concern is the need for reducing credit card debt and increasing the amount of money families save each year. WVU Extension has been working on strategies to increase financial literacy among families in West Virginia.

**7. Assumptions made for the Program**

We believe that a train-the-trainer approach will be effective in dealing with financial literacy education for families. We plan to pilot a new credit card educational program by training five agents each year who will then train citizens in their counties.

**8. Ultimate goal(s) of this Program**

WV families save and manage finances and improve their way of life.

**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	0.1	0.0	0.0	0.0
2008	1.0	0.0	0.0	0.0
2009	1.0	0.0	0.0	0.0
2010	1.0	0.0	0.0	0.0
2011	1.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

1. Extension agents trained in credit card use. 2. WV citizens trained in credit card use and other financial literacy matters. 3. Fact sheets and lesson plans on financial literacy. 4. Articles for newsletters on financial literacy.

**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"> <li>● Education Class</li> <li>● Workshop</li> <li>● One-on-One Intervention</li> </ul>	<ul style="list-style-type: none"> <li>● Other 1 (lesson plans)</li> <li>● Other 2 (articles)</li> </ul>

**15. Description of targeted audience**

West Virginia adults of all social and economic groups.

**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	100	0	0	0
2008	100	0	0	0
2009	150	0	0	0
2010	150	0	0	0
2011	200	0	0	0

**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**

Extension agents trained in credit card use.

- 2007 Target: 5
- 2008 Target: 5
- 2009 Target: 5
- 2010 Target: 5
- 2011 Target: 5

**Output Text**

Fact sheets and lesson plans on financial literacy.

- 2007 Target: 2
- 2008 Target: 2
- 2009 Target: 2
- 2010 Target: 2
- 2011 Target: 2

**Output Text**

Articles for newsletters on financial literacy.

- 2007 Target: 2
- 2008 Target: 2
- 2009 Target: 2
- 2010 Target: 2
- 2011 Target: 2

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Increased knowledge of credit card use among workshop participants.

**Outcome Type:** Short

2007 Target: 0

2008 Target: 0

2009 Target: 0

2010 Target: 0

2011 Target: 0

**20. External factors which may affect outcomes**

- Competing Programatic Challenges

**Description**

{NO DATA ENTERED}

**21. Evaluation studies planned**

- Before-After (before and after program)

**Description**

Knowledge quiz at credit card trainings.

**22. Data Collection Methods**

- Whole population
- On-Site

**Description**

{NO DATA ENTERED}



**1. Name of the Planned Program**

Healthy Families Healthy Children

**2. Program knowledge areas**

- 802 Human Development and Family Well-Being 100 %

**3. Program existence**

- New (One year or less)

**4. Program duration**

- Medium Term (One to five years)

**5. Brief summary about Planned Program**

The Healthy Families Healthy Children Initiative is designed to strengthen families and marriages so that children can experience healthy interpersonal family relationships and have positive role models. West Virginia has eight coalitions across the state, and each of those coalitions has received a small grant to design and implement programs that will build strong adult relationships within families. Coalition members also receive training in how to conduct local educational programs.

**6. Situation and priorities**

The divorce rate is now at 50% nationally. It appears that couples do not work as hard to maintain their marriages as they did in the past. Couples in West Virginia need to gain skills to overcome problems in their relationships and maintain family connections.

**7. Assumptions made for the Program**

Coalitions or organizations organized around a theme work well in West Virginia. Couples who have received the PREP training have a lower divorce rate than others going through other marriage programs. People who are given training that includes relationship skills tend to continue to use them after 5 years.

**8. Ultimate goal(s) of this Program**

West Virginia families are led by adults in strong, healthy, long-lasting relationships.

**9. Scope of Program**

- 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	1.3	0.0	0.0	0.0
2008	1.5	0.0	0.0	0.0
2009	1.5	0.0	0.0	0.0
2010	1.5	0.0	0.0	0.0
2011	1.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

County-level coalition members trained to do the PREP program. County individuals in marriage or other adult relationship trained in the PREP program or other marriage/relationship program. Extension leadership trained in the PREP program. Strong county healthy families/children coalitions. Research/evaluation results.

**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"> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Newsletters</li> <li>● Billboards</li> <li>● TV Media Programs</li> </ul>

**15. Description of targeted audience**

Adult community members who are in relationships that impact families and children.

**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	280	140	0	0
2008	322	161	0	0
2009	364	182	0	0
2010	406	203	0	0
2011	448	224	0	0

**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**

Coalition members trained in the PREP program curriculum

2007 Target: 60  
 2008 Target: 60  
 2009 Target: 60  
 2010 Target: 60  
 2011 Target: 60

**Output Text**

Trained county members in PREP program or other marriage/relationship program

2007 Target: 420  
 2008 Target: 483  
 2009 Target: 546  
 2010 Target: 609  
 2011 Target: 672

**Output Text**

Strong county coalitions

2007 Target: 10  
 2008 Target: 13  
 2009 Target: 16  
 2010 Target: 19  
 2011 Target: 22

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Participants will increase their knowledge and skills related to marriage and relationship-building and maintaining.

**Outcome Type:** Short

2007 Target: 302  
2008 Target: 347  
2009 Target: 392  
2010 Target: 338  
2011 Target: 484

**Outcome Text**

Increased/enhanced functioning of coalitions

**Outcome Type:** Medium

2007 Target: 10  
2008 Target: 13  
2009 Target: 16  
2010 Target: 19  
2011 Target: 22

**20. External factors which may affect outcomes**

- Appropriations changes
- Competing Public priorities
- Competing Programatic Challenges

**Description**

{NO DATA ENTERED}

**21. Evaluation studies planned**

- Before-After (before and after program)
- During (during program)
- Comparisons between program participants (individuals,group,organizations) and non-participants

**Description**

We have a series of evaluation forms to measure knowledge and skills gained at training as well as the functioning of the county coalitions.

**22. Data Collection Methods**

- Sampling
- Mail
- Telephone
- On-Site
- Structured
- Tests

**Description**

{NO DATA ENTERED}

**1. Name of the Planned Program**

4-H Camping Program

**2. Program knowledge areas**

- 806 Youth Development 100 %

**3. Program existence**

- Mature (More than five years)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

Youth camping has a long history in West Virginia Extension. It is recognized as an important delivery mode for youth development. Parents and community members in West Virginia expect 4-H camps to provide high-quality outdoor experiences for youths in a safe environment. West Virginia offers 90 weeks of county camp experience and five weeks of specialized state camp experience. Each camp strives to address the eight essential elements of positive youth development adopted by 4-H programs nationally. Camp counselors, volunteer leaders, and staff are trained to guide youths in their camping experience.

**6. Situation and priorities**

The 4-H camping program in West Virginia involves youths in weeklong group-living experiences designed to impact their growth and development. Each summer, there is at least one week of residential camping in each of the 55 counties of West Virginia. In addition, a series of statewide camps are held each summer at Jackson's Mill Conference Center. In all, 92 weeks of camp are offered each summer. In addition to camping experiences for youths ages 8 to 21, West Virginia Extension educators train junior and adult counselors and 4-H Leaders to work in the camp setting. West Virginia 4-H camps are available to every child, regardless of economic status. The cost of most of our camps is below \$200 a week.

**7. Assumptions made for the Program**

Camping is recognized as an important delivery mode for youth development and experience-based, nonformal education. Parents and community members expect camp to be a high-quality experience in a safe environment. Camp directors strive to provide a high-quality experience in a safe environment. The essential elements of youth development are building blocks to planning and implementing quality youth camping programs. WVU Extension, in collaboration with other Extension units, is involved in developing tools for camp programming and evaluation.

**8. Ultimate goal(s) of this Program**

4-H campers will gain a sense of personal safety, self-acceptance, and self-determination and will make connections with caring adults.

**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	7.0	0.0	0.0	0.0
2008	7.0	0.0	0.0	0.0
2009	7.0	0.0	0.0	0.0
2010	7.0	0.0	0.0	0.0
2011	7.0	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

1. County camps. 2. Statewide camps. 3. Youths ages 9 – 21 attending 4-H camps in West Virginia each summer. 4. Counselors and other volunteers trained to work at 4-H camps. 5. Camping curriculum materials, including a volunteer training notebook, developed and disseminated to new volunteer trainees. 6. Evaluation tools, specific to 4-H camping, located or developed, implemented, analyzed, and interpreted for camp improvement. 7. Research projects designed to understand the role and benefit of camping experiences in the lives of youths are implemented, analyzed, and incorporated into programming.

**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"> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> <li>● Other 1 (curriculum and evaluation tools)</li> </ul>

**15. Description of targeted audience**

Youths ages 9 to 18.

**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	2500	0	12600	0
2008	2750	0	13250	0
2009	2820	0	13930	0
2010	3000	0	14640	0
2011	3100	0	15385	0

**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**

One or two weeks of camp conducted in each county in West Virginia each summer.

2007 Target: 90  
 2008 Target: 90  
 2009 Target: 90  
 2010 Target: 90  
 2011 Target: 90

**Output Text**

Statewide camps conducted at Jackson's Mill Conference Center each summer.

2007 Target: 3  
 2008 Target: 3  
 2009 Target: 3  
 2010 Target: 3  
 2011 Target: 3

**Output Text**

Youths ages 9 to 21 attending 4-H camps in West Virginia each summer.

2007 Target: 12000  
 2008 Target: 12600  
 2009 Target: 13230  
 2010 Target: 13890  
 2011 Target: 14585

**Output Text**

Counselors and other volunteers trained to work at 4-H camps.

2007 Target: 3100  
 2008 Target: 3400  
 2009 Target: 3520  
 2010 Target: 3750  
 2011 Target: 3900

**Output Text**

Camping curriculum materials, including a volunteer training notebook, developed and disseminated to new volunteer trainees.

2007 Target: 1  
2008 Target: 1  
2009 Target: 1  
2010 Target: 1  
2011 Target: 1

**Output Text**

Evaluation tools, specific to 4-H camping, located or developed, implemented, analyzed, and interpreted for camp improvement.

2007 Target: 6  
2008 Target: 6  
2009 Target: 6  
2010 Target: 6  
2011 Target: 6

**Output Text**

Research projects designed to understand the role and benefit of camping experiences in the lives of youth are implemented, analyzed and incorporated into programming.

2007 Target: 2  
2008 Target: 2  
2009 Target: 2  
2010 Target: 2  
2011 Target: 2

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Percent of campers who will indicate that they feel physically and emotionally safe at camp.

**Outcome Type:** Short

2007 Target: 90  
2008 Target: 90  
2009 Target: 90  
2010 Target: 90  
2011 Target: 90

**Outcome Text**

Percent of campers who will indicate that they have formed a positive relationship with a caring adult.

**Outcome Type:** Medium

2007 Target: 75  
2008 Target: 75  
2009 Target: 75  
2010 Target: 75  
2011 Target: 75



**Outcome Text**

Percent of campers will indicate that they have formed a positive relationship with one or more youths at camp.

**Outcome Type:** Medium

2007 Target: 75

2008 Target: 75

2009 Target: 75

2010 Target: 75

2011 Target: 75

**Outcome Text**

Percent of campers will indicate that they are making good choices in their life that will lead to a bright future.

**Outcome Type:** Medium

2007 Target: 75

2008 Target: 75

2009 Target: 75

2010 Target: 75

2011 Target: 75

**Outcome Text**

Percent of campers who will indicate that they are engaging in service activities.

**Outcome Type:** Medium

2007 Target: 75

2008 Target: 75

2009 Target: 75

2010 Target: 75

2011 Target: 75

**Outcome Text**

Percent of campers who will indicate that they respect differences in others.

**Outcome Type:** Short

2007 Target: 75

2008 Target: 75

2009 Target: 75

2010 Target: 75

2011 Target: 75

**Outcome Text**

Percent of volunteer staff at camp who will demonstrate an increased awareness and knowledge of camping procedures and programs.

**Outcome Type:** Short

2007 Target: 75

2008 Target: 75

2009 Target: 75

2010 Target: 75

2011 Target: 75

**Outcome Text**

Percent of volunteer staff who will indicate an increased use of the Camp Counselor Notebook.

**Outcome Type:** Medium

2007 Target: 50  
2008 Target: 55  
2009 Target: 65  
2010 Target: 70  
2011 Target: 75

**Outcome Text**

Each year there will be an increase in the number of counties that administer volunteer camp training developed by WVU Extension.

**Outcome Type:** Medium

2007 Target: 25  
2008 Target: 30  
2009 Target: 35  
2010 Target: 45  
2011 Target: 55

**Outcome Text**

Camps will become ACA accredited.

**Outcome Type:** Long

2007 Target: 5  
2008 Target: 5  
2009 Target: 5  
2010 Target: 5  
2011 Target: 5

**Outcome Text**

Camping research disseminated through professional journal articles and presentations.

**Outcome Type:** Medium

2007 Target: 1  
2008 Target: 1  
2009 Target: 1  
2010 Target: 1  
2011 Target: 1

**20. External factors which may affect outcomes**

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

**Description**

{NO DATA ENTERED}

**21. Evaluation studies planned**

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

**Description**

Evaluation of camping activities will utilize pre- and post-tests, retrospective questionnaires, post-questionnaires, and interviews to measure camper outcomes and during questionnaire to measure how camp is conducted.

**22. Data Collection Methods**

- Sampling
- Whole population
- Mail
- Telephone
- On-Site
- Structured
- Unstructured

**Description**

{NO DATA ENTERED}

## 1. Name of the Planned Program

Livestock Improvement

## 2. Program knowledge areas

- 307 Animal Management Systems 20 %
- 311 Animal Diseases 5 %
- 303 Genetic Improvement of Animals 60 %
- 301 Reproductive Performance of Animals 5 %
- 308 Improved Animal Products (Before Harvest) 10 %

## 3. Program existence

- Mature (More than five years)

## 4. Program duration

- Long-Term (More than five years)

## 5. Brief summary about Planned Program

West Virginia is a state of primarily small producers. There are few places where 100 bulls or 50 rams are developed together and comparisons can be made. A source of superior genetics is important to livestock producers. Due to the nature of small farms in WV, Extension has assisted producers by making technology available to producers through clinics and the pooling of producers at a single location. Each year breeding soundness exams and ultrasounds are conducted for beef and sheep producers. The clinics allow producers the production advantages of larger enterprises. The heifer development programs provide a similar service for small beef producers.

## 6. Situation and priorities

Known and tested genetics are limited in West Virginia. Since 87.5 % of genetic makeup in a calf or lamb crop derives from the last 3 bulls or rams used in a herd or flock, genetics is an important part of improvement. West Virginia is a state of primarily small producers and there are few places where 100 bulls or 50 rams are developed together and comparisons can be made. A source of superior genetics is important to livestock producers. Since some bulls sold in the sire evaluation test program are purchased by breeders who sell their progeny directly off the farm, the test program impacts many more producers than the number who purchase bulls at the sale. Approximately 190 bulls are sold annually to beef producers in eight states, and about 40 producers from three states supply bulls. Until ultrasound technology became available, the only way to evaluate carcass merit was to harvest the cattle or lambs and take measurements. The feedlot test and product evaluation program allow producers to feed a sample of their calf crop in order to evaluate their value in the feedlot and carcass merit. The market system has witnessed a shifted increased demand for cattle possessing superior carcass merit and value over inferior cattle. This has encouraged most producers participating in the program to focus more on carcass merit and animal health. Due to the unpredictable factors that often drive the market up and down, there are no guarantees that producers will make more money on cattle fed through the program as compared with marketing them as preconditioned calves. The feedlot program has led to some producers to retain ownership on their entire calf crop and feeding them in a custom lot. Other producers have realized that their calves did not perform as expected and have opted to market calves at weaning. Due to the nature of small farms in WV, Extension has assisted producers by making technology available to them through clinics and the pooling of producers at a single location. Each year, breeding soundness exams and ultrasounds are conducted for beef and sheep producers. The clinics allow producers the production advantages of larger enterprises. The heifer development programs provide a similar service for small beef producers.

## 7. Assumptions made for the Program

Few beef or sheep producers have had any genetic training. Guidelines and rules for sire and heifer evaluation programs are established based upon sound genetic principles, which provide guidance to both consignors and producers buying seed stock. Post-weaning data are collected and analyzed by WVU Extension or Davis College faculty, which adds credibility and eliminates producer bias. No single system is best for everyone in the livestock business because of value-based marketing programs and breed discrimination in feed calf sales. Retained ownership programs, like the feedlot test, offers some producers an opportunity to harvest premiums for high-quality cattle and avoid discounts due to breed, sex, and weight that affect the price of auction market sales.

**8. Ultimate goal(s) of this Program**

WV small producers will have the advantages of larger enterprises to conduct breeding soundness exams and ultrasounds.

**9. Scope of Program**

- 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**

- No

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

Year	Extension		Research	
	1862	1890	1862	1890
2007	2.2	0.0	0.0	0.0
2008	2.2	0.0	0.0	0.0
2009	2.3	0.0	0.0	0.0
2010	2.3	0.0	0.0	0.0
2011	2.3	0.0	0.0	0.0

**Outputs for the Program**

**13. Activity (What will be done?)**

1. Graduate thesis. (2) master's degrees - Program evaluation. 2. Two Performance Bull Sales. 3. One Heifer Development program. 4. Breeding Soundness Exam Clinics. 5. Educational meetings and Symposia. 6. Conduct feedlot evaluation annually. 7. Establish ram and goat evaluation 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"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● Other 1 (trade show display)</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> <li>● Web sites</li> </ul>

**15. Description of targeted audience**

WV Livestock producers, Extension faculty ,WVU Davis College faculty and students

**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	900	100	150
2008	325	900	100	150
2009	350	950	100	150
2010	350	1000	100	150
2011	400	1200	100	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**

Provide opportunity for WV livestock producers to evaluate calves or lambs.

- 2007 Target: 4
- 2008 Target: 4
- 2009 Target: 5
- 2010 Target: 5
- 2011 Target: 5

**Output Text**

Symposia to teach the principles of genetics and selection.

- 2007 Target: 1
- 2008 Target: 0
- 2009 Target: 0
- 2010 Target: 1
- 2011 Target: 0

**Output Text**

Provide a source of genetic superior seedstock.

- 2007 Target: 3
- 2008 Target: 3
- 2009 Target: 3
- 2010 Target: 3
- 2011 Target: 3

**Output Text**

Establish Ram & Goat Evaluation Test

2007 Target: 2  
2008 Target: 2  
2009 Target: 2  
2010 Target: 0  
2011 Target: 0

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

Advance knowledge of livestock producers via to symposia, educational meetings.

**Outcome Type:** Short

2007 Target: 200  
2008 Target: 300  
2009 Target: 300  
2010 Target: 500  
2011 Target: 600

**Outcome Text**

Improve the genetic base of livestock produced.

**Outcome Type:** Long

2007 Target: 200  
2008 Target: 300  
2009 Target: 300  
2010 Target: 300  
2011 Target: 0

**Outcome Text**

Producers pool resources to establish evaluation programs modeled after the Extension test.

**Outcome Type:** Long

2007 Target: 2  
2008 Target: 2  
2009 Target: 3  
2010 Target: 3  
2011 Target: 3

**20. External factors which may affect outcomes**

- Economy
- Competing Public priorities

**Description**

The economy of the livestock industry affects producer participation. Also natural disasters animal disease out- breaks tend to put a lot of uncertainty in the livestock market place.

## 21. Evaluation studies planned

- After Only (post program)
- Retrospective (post program)
- Comparisons between program participants (individuals,group,organizations) and non-participants

### Description

Data will be evaluated, and the sale results will be reported. The development of new producer programs will be monitored.

## 22. Data Collection Methods

- Mail
- Telephone
- On-Site
- Observation

### Description

Survey and graduate thesis will be used to evaluate data for publication in journals.