2008 Oregon State University Extension Plan of Work

I. Plan Overview

1. Brief Summary about Plan Of Work

It is the mission of the Oregon State University Extension Service to engage the people of Oregon with research-based knowledge and education that focus on strengthening communities and economies, sustaining natural resources, and promoting healthy families and individuals. It is our vision to lead Oregon State University's outreach mission by engaging with Oregon's people and communities to have positive impacts on community livability, economic vitality, natural resources sustainability, and the health and wellbeing of people. Based on these positive impacts, the OSU Extension Service is recognized as one of America's top-5 Land-Grant University Extension systems. OSU Extension Service's Core Values and Operating Principles are as follows: • Value 1: Community- based: We value community relationships and connect OSU to local people and issues to enhance the present and the future of the people and communities of Oregon. • Value 2: Accountability: We focus on achieving measurable outcomes, and document and communicate the impact and value of our work. • Value 3: Credibility: We deliver relevant, research-based knowledge through our educational programs. • Value 4: Diversity: We exhibit respect, value differing perceptions and world views, and encourage diversity. • Value 5: Partnerships: We collaborate with academic, public, and private partners to achieve greater results and build community capacity. We value the public good that comes from collaborating with volunteers. • Value 6: Responsiveness: We engage with community partners and learners to identify priority issues and needs, to design timely responses, and to build future capability. The OSU Extension Service Goals are: Goal 1: Improve Access to High-quality Learner Services • Extension will provide access to the knowledge resources of OSU by being focused and nimble in engaging Oregon's diverse people and communities in high-quality learner services that help build sustainable community futures. Goal 2: Invest for Excellence and Impact • Extension will increase and diversify its funding base and encourage program excellence through strategic investments within three thematic areas. This will create measurable outcomes and impacts that will be reported widely to stakeholders. Goal 3: Increase Effectiveness with Appropriate Technology • Extension will use established and new technologies strategically to increase efficiencies, expand outreach, and enhance and report the outcomes of its educational services. Goal 4: Refine Leadership for University Outreach • Oregon State University will provide dynamic leadership for its third mission by creating the position of Vice-President for University Engagement/Outreach. This action will strengthen OSU by establishing leadership for the engagement and outreach mission in a manner consistent with leadership for the University's teaching and research missions.
This 2008-2012 Plan of Work reflects our ongoing commitment to the vision, values, and goals of Oregon State University Extension. Because we are in the middle of the first year (2007) of the new rolling plan of work, the updates for 2008-2012 are minimal. As we begin to evaluate the results of the first year of our plan, we anticipate ongoing modifications to our annual updated Plan of Work. In addition, the new on-line planning and reporting system (SOARS), which will be in fully implemented by the end of 2007, will allow us to collect specific data related to FTEs for planned programs, program outputs and outcomes, publications, and patents. We anticipate that the SOARS system, together with specific performance measurement data collected for the 2007 plan will greatly improve our ability to modify and update Oregon's federal plan of work more accurately with passing each year.

Estimated Number of Professional FTEs/SYs total in the State.

Year	Extension		Research	
	1862	1890	1862	1890
2008	204.0	0.0	0.0	0.0
2009	204.0	0.0	0.0	0.0
2010	204.0	0.0	0.0	0.0
2011	204.0	0.0	0.0	0.0
2012	204.0	0.0	0.0	0.0

II. Merit Review Process

1. The Merit Review Process that will be Employed during the 5-Year POW Cycle

- Internal University Panel
- External University Panel

2. Brief Explanation

The Directors, Assistant Directors, and/or Associate Directors of Extension in Idaho, Washington and Oregon will review respective plans and provide input to each state. The plan will be reviewed internally by the OSU Provost and the Deans of five colleges with active Extension programs.

III. Evaluation of Multis & Joint Activities

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

Oregon State University Extension faculty (located in all 36 counties in Oregon) work closely with local stakeholders including farmers and ranchers, foresters, agency personnel, elected leaders, educators, health professionals, environmental organizations, researchers, and a myriad of other public and private entities to establish need and design appropriate programming. In many cases, stakeholders are directly involved in the programming as volunteers or by permitting demonstrations and applied research trials on their properties. Additionally, faculty utilize critical demographic and economic data, and examine current research findings to identify societal needs and opportunities for significant social, environmental and economic impacts. Programming is then planned based upon this input within each of the five academic colleges with extension programs (Forestry, Agricultural Sciences, Health and Human Sciences, Sea Grant and Education). The Oregon State University Extension Service provides funding to these colleges on the basis of planned outcomes outlined in a biennial plan submitted by each college. All extension FTE must be accounted for in these plans. The plans are reviewed annually and span a two-year timeframe. Annual evaluations are conducted by the office of the Dean and Director of the OSU Extension Service to determine how effectively each planned program is addressing key needs and delivering the anticipated outcomes and impacts described in each plan.

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

Underserved and under-represented audiences are identified through demographic analyses and through interaction with appropriate stakeholders including minority serving organizations. Extension faculty and program assistants are recruited with language skills and cultural knowledge to enable effective programming for specific target audiences. This includes active recruitment of faculty and paraprofessionals from within migrant populations. These individuals have been extremely successful in delivering programming in ways that are compatible with the customs and cultures of these audiences. Specifically, programs described in this plan of work will be developed to reach Native American, Latino, African American, Russian, and Hmong audiences. Additionally, programs are planned to reach developmentally and physically challenged individuals and high risk populations such as inmates and persons on probation. Finally, significant resources are applied supporting programming designed to assist older adults and/or those with limited resources.

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

A new on-line accountability system called the Outcomes Assessment Tool (OAT) was deployed in 2006 to aid in documentation of outcomes and impacts of programming. During the last year the Outcomes Assessment Tool (now called SOARS- Stories, Outcomes, and Accomplishments Reporting System) was extensively modified to increase its usability and provide easier connections between the different levels within OSU Extension (e.g. local programming, campus specialists, Extension program areas, college and Extension Administration, and CSREES). This new system provides a uniform process based on the Logic Model for all faculty to report the outcomes of their programming, and how the results of local programming are contributing to the long-term outcomes identified by each Extension program area. To facilitate this assessment, individual faculty members will conduct on-site evaluations to determine the degree of learning that occurs within each program conducted. This will generally be assessed with pre- and post- evaluations. Additionally, follow up surveys and site visits will be used to document the extent of application of knowledge acquired through extension programs. Finally, blocks of programming called “program work areas” will be evaluated at least once during each 5-year period to assess the long-term social, environmental and economic benefits of the extension programming. Funding will be allocated by each college with Extension programs and applied to support an in-depth analysis of the impacts of the programs utilizing recognized and appropriate evaluation procedures and tools.

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

Annual assessments of program effectiveness through SOARS will be used to determine if programs are reaching the desired audiences, the cost of program delivery, the amount of learning taking place, and the degree of application of learning. These data will allow Extension leadership to make tactical decisions about changes in program design or reallocation of resources to more effectively and efficiently reach desired audiences leading to desired outcomes and impacts. Additionally, new technologies will be incorporated to augment program efficiency and to improve and expand the reach of programming. This includes application of technologies such as digital video devices, delivery of live educational events through video conferencing, active Internet-based teaching, and extensive use of web-based information delivery. Additionally, OSU will be actively participating in the development of the eXtension initiative. Hopefully, new and exciting materials will be available through this resource within the coming 5-year period. A new faculty position in Extension and Experiment Station Communications will focus on developing new technology-based delivery systems, training faculty and staff to use these systems, and evaluating the effectiveness of new delivery strategies.

IV. Stakeholder Input

1. Actions taken to seek stakeholder input that encourages their participation

- Targeted invitation to selected individuals from general public
- Survey of traditional stakeholder groups
- Survey of traditional stakeholder individuals
- Targeted invitation to non-traditional stakeholder groups
- Survey of selected individuals from the general public
- Targeted invitation to traditional stakeholder groups
- Survey of the general public
- Targeted invitation to traditional stakeholder individuals
- Targeted invitation to non-traditional stakeholder individuals

Brief explanation.

Input is solicited through a statewide advisory network that directly advises the Dean and Director of Extension. This advisory committee is made up of individuals representing production agriculture and forestry, environmental groups, county government, youth and family-serving organizations, organizations representing coastal issues, and industry. The committee meets 1-2 times per year for two days. Additionally, the committee is connected with the Dean and Director's office via email throughout the year. • Every county in the state maintains an advisory structure. These include both general broad-based advisory systems and those that are more specific to programming areas. These advisory groups generally meet 4-12 times per year to actively review programming and to provide input to county faculty and extension leadership. • Each academic college with Extension programming maintains advisory structures at the college and departmental level. These inform Extension programming within each of these units. • In metro-Portland, a planning process is in place that seeks input from senior officials at numerous targeted agencies and organizations dealing with health and wellness, innovation and economic development, the environment, success of youth, and the fine arts within the metro region. This process will be used to garner input about OSU's role in urban regions and specifically the Portland metro area. These sessions also provide a network of interested parties to guide more in-depth planning processes. Invitees to these sessions represent largely non-traditional stakeholder groups. • The College of Forestry holds listening sessions in one region of the state each year. Participants are invited that represent a broad cross-section of the forestry sector (industry, landowners, policy makers, general public). Information from these sessions is then used in statewide planning conducted annually.

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 External Focus Groups
- Open Listening Sessions
- Use Surveys
- Other (Web searches of potential participants, Extension Director's Blog, New Extension Demographer)
- Needs Assessments

- Use Advisory Committees
- Use Internal Focus Groups

Brief explanation.

Many mechanisms are used to identify individuals, groups, and organizations that are Extension stakeholders. Some specific efforts are cited below. • Internet searches are used to identify organizations with stakes in various programs. • We confer with partnering organizations to identify and engage appropriate stakeholders. • We confer with existing advisors about other groups and individuals that should provide input. • We actively solicit internal input about appropriate stakeholders to add to advisory structures or to survey about need and effectiveness of extension programming. • We utilize demographic data to ensure that all segments of society are adequately represented among identified stakeholder groups and especially among those groups providing input to the decision-making processes. In 2006, Extension added a full-time demographer to the faculty in order to access, intepret, and respond to Oregon's demographics more effectively. Also in 2006, the Extension Director developed an on-line Blog through which he invites Extension constituents to provide feedback on Extension priorities and decisions.

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

1. Methods for collecting Stakeholder Input

- Meeting with invited selected individuals from the general public
- Meeting with traditional Stakeholder individuals
- Meeting with traditional Stakeholder groups
- Survey of the general public
- Meeting specifically with non-traditional groups
- Meeting specifically with non-traditional individuals
- Survey of traditional Stakeholder groups
- Survey of selected individuals from the general public
- Survey of traditional Stakeholder individuals

Brief explanation

The Oregon State University Extension Service (OSUES) plan-of-work is informed and shaped by a broadly-based planning process involving diverse groups of citizens.
The Governor-appointed Oregon Progress Board has established benchmarks for measuring progress toward statewide goals in human resources, natural resources and the economy. Extensive citizen input is involved in an annual update of progress toward the Oregon Goals. OSUES makes every effort to target its programs on the goals and their benchmarks. The Oregon Goals provide a foundation for focused collaboration with other agencies and organizations.
Every county extension office is served by an advisory committee structure that often includes sub-committees for program areas, such as agriculture or 4-H youth development. Committee membership seeks to reflect the demographics of the county. In addition to influencing local programs, local input is carried by field faculty to their academic departments and to their statewide program working groups.
The statewide Extension Citizen’s Network provides advice and input to extension administration. The Network comprises a local advisory committee from each county (36) and a representative from each of the five program areas, and two county commissioners.
Citizens in sixteen of Oregon’s 36 counties have voted to create service districts for the purpose of funding Extension in those counties. That these citizens have voted increases in their property taxes to support Extension is testimony to their belief that Extension is effectively addressing issues important to them.
Through extensive consultations with their many constituents (e. g. industry groups, college and department advisory committees), the program area faculties further focus the programs and goals of Extension in Oregon.
During 2006-2007 a large scale survey of Oregon's citizens was conducted. This instrument asked respondents about needs and about their past awareness and relationship with Extension. This survey will form a baseline for recurring statewide surveys that will monitor the reach and penetration of Extension programming statewide. Data from these surveys will also be keyed by location and demographic characteristics of the respondent including gender, ethnicity, income, and other standard measures. Major follow-up surveys will be conduced at 4-year intervals with minor surveys being conducted every 2 years.

3. A statement of how the input will be considered

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

Brief explanation.

Stakeholder input is broadly used in the organization. This influences budgetary outlays for various program and subsequently affects the program delivery. Stakeholders serve on virtually all faculty search committees and thus directly affect hiring decisions. Stakeholder input is widely used to set priorities at all levels of the organization.
In addition, with the implementation of SOARS in 2007, each Extension program area will be asked to develop an annual program plan of work that will include a description of how stakeholder input was gathered and used to determine the priority work areas and their associated program outcomes.

V. Planned Program Table of Content

V(A). Planned Program (Summary)

1. Name of the Planned Program

4-H Adult and Youth Leadership Development

2. Brief summary about Planned Program

Through a variety of educational activities, youth and adults will develop and apply leadership and citizenship life skills. Adults are reached primarily through trainings for adult volunteers, and youth are reached through a variety of educational opportunities that focus on the development and utilization of life skills.

3. Program existence : Mature (More then five years)

4. Program duration : Long-Term (More than five years)

5. Expending formula funds or state-matching funds : Yes

6. Expending other than formula funds or state-matching funds : Yes

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

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

V(C). Planned Program (Situation and Scope)

1. Situation and priorities

Positive youth development theory recognizes that youth need supports and opportunities in order to develop into competent, confident, and successful adults. Research indicates that positive youth development programs, like 4-H, need to provide opportunities for youth to learn and practice critical life skills. This is especially true in the area of leadership and citizenship development. Rural and urban communities alike share a need for competent, well trained community leaders, both youth and adults. The 4-H Youth Development program helps youth and adults prepare for these important roles. Furthermore, the utilization of volunteers is essential to achieving the mission of the 4-H Youth Development Program. 4-H Volunteers are key teachers and mentors, and serve as significant adult role models in the lives of many Oregon boys and girls. The orientation and training for new volunteers, and the continuing education for all volunteers is critical to the success of both the individual and the program. In addition, providing training and opportunities for youth to gain leadership skills is essential to their development, their ability to make a successful transition to adulthood, and give back to their community. Program Priorities 1. The development of strong partnerships between youth and adults by including youth and adults on planning committees, design teams, etc. 2. To conduct programming leading to the development of leadership skills in youth and adults. 3. To increase, maintain, and retain the cadres of trained volunteers who have the ability to provide educational programming and expand the outreach of the 4-H program, in a safe environment, for youth and adults.

2. Scope of the Program

- In-State Extension

V(D). Planned Program (Assumptions and Goals)

1. Assumptions made for the Program

4-H Youth Development programs are planned and delivered based on the theoretical model of positive youth development. This model, confirmed by current research, indicates that: 1. Youth benefit from participation in programs that meet key developmental needs. Programs that do this provide opportunities for belonging, mastery, independence, and generosity (Kress, 2004). 2. Participation in programs provides productive opportunities for the development of important life skills, such as leadership and citizenship. The 4-H program bases its life skill development on the Targeting Life Skills Model (Hendricks, 1996). In addition 4-H programs provide opportunities for youth to learn content-specific knowledge and skills in their 4-H project area. 3. The development of life skills and content knowledge contributes to the development of the 5 "C" outcomes of positive youth development programs. These outcomes are confidence, competence, character, connection, and caring (Roth, 2005). 4. Development of the 5 "C" outcomes, leads ultimately to youth who are able to transition successfully to adulthood. As adults they are economically self-sufficient, have healthy family and social involvement, and are contributing members of their community

(Gambone & Connell, 2005).

2. Ultimate goal(s) of this Program

The ultimate goal of this plan of work, and the 4-H program in general, is to help youth and adults develop the skills and knowledge needed to lead productive, healthy, and contributing lives. The areas of leadership and citizenship represent domains of important skills necessary for effective adult functioning in group settings. The 4-H Youth development program will provide educational program designed to increase the understanding and application of leadership and citizenship skills in youth and adults.

V(E). Planned Program (Inputs)

1. Estimated Number of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
2008	13.0	0.0	0.0	0.0
2009	13.0	0.0	0.0	0.0
2010	13.0	0.0	0.0	0.0
2011	13.0	0.0	0.0	0.0
2012	13.0	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

4-H Clubs and other 4-H programming Trainings and educational events Curriculum and material development

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

Extension	
Direct Methods	Indirect Methods
• One-on-One Intervention • Education Class • Workshop	• Newsletters • Web sites

3. Description of targeted audience

Youth ages 13-18 Adult volunteers Extension educators

V(G). Planned Program (Outputs)

1. 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
2008	6000	6000	12000	12000
2009	6000	6000	12000	12000
2010	6000	6000	12000	12000
2011	6000	6000	12000	12000
2012	6000	6000	12000	12000

2. (Standard Research Target) Number of Patents

Expected Patents

2008 :0 **2009 :**0 **2010 :** 0 **2011 :**0 **2012 :** 0

3. Expected Peer Review Publications

Year	Research Target	Extension Target
2008	0	0
2009	0	0
2010	0	0
2011	0	0
2012	0	0

V(H). State Defined Outputs

1. Output Target

- Number of youth attending new 4-H leader training sessions.

  2008 :1000 **2009 :**1000 **2010 :** 1000 **2011 :**1000 **2012 :**1000

- Number of youth participating in leadership camps and retreats.

  2008 :500 **2009 :**500 **2010 :** 500 **2011 :**500 **2012 :**500

- Number of youth participating in Junior or Teen Leader training.

  2008 :300 **2009 :**300 **2010 :** 300 **2011 :**300 **2012 :**300

V(I). State Defined Outcome

1. Outcome Target

Number of youth acquiring at least one leadership or citizenship life skill as a result of participation in non-formal youth development programs conducted by 4-H.

2. Outcome Type : Change in Knowledge Outcome Measure

2008 :6000 **2009 :** 6000 **2010 :** 6000 **2011 :**6000 **2012 :** 6000

3. Associated Knowledge Area(s)

- 802 - Human Development and Family Well-Being
- 806 - Youth Development

1. Outcome Target

Number of youth applying at least one leadership or citizenship life skill they learned through 4-H.

2. Outcome Type : Change in Action Outcome Measure

2008 :	**2009 :**	**2010 :**	**2011 :**	**2012 :**
1000	1000	1000	1000	1000

3. Associated Knowledge Area(s)

- 802 - Human Development and Family Well-Being
- 806 - Youth Development

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

{NO DATA ENTERED}

V(K). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

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

Description

Annual performance monitoring data will be collected from all 36 counties to develop aggregate measures of youth who have acquired at least one leadership or citizenship life skill.

2. Data Collection Methods

- On-Site
- Sampling
- Mail
- Case Study
- Observation

Description

Performance monitoring data will be collected through an annual report submitted by county 4-H faculty.

V(A). Planned Program (Summary)

1. Name of the Planned Program

4-H Afterschool

2. Brief summary about Planned Program

Recent research has highlighted the important need for youth to be meaningful engaged during the after school hours between 3 and 6. Therefore, it is the goal of the 4-H program to provide non formal educational programming that builds student skills and interest in a variety of subjects, supports homework completion rates, and reduces the risk present to youth who are left on their own during the after school hours.

3. Program existence : Intermediate (One to five years)

4. Program duration : Long-Term (More than five years)

5. Expending formula funds or state-matching funds : Yes

6. Expending other than formula funds or state-matching funds : Yes

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

- 806 100% Youth Development

V(C). Planned Program (Situation and Scope)

1. Situation and priorities

According to the Afterschool Alliance's America After 3 PM Household Survey on Afterschool, only 10% of Oregon's K-12 youth participate in Afterschool programs. Parents of non-participants believe that their children would benefit from having afterschool programs. The parents surveyed thought afterschool programs would enrich their children academically; would give them greater access to technology; would provide increased physical activity and improve their social skills; and would keep their children safe and out of trouble. John DeStefano, President of the National League of Cities recently stated, " The public recognizes that afterschool programs reduce juvenile crime, help working families and give kids needed help..." (http://afterschoolalliance.org). There is strong voter support to increase afterschool programs. Fight Crime: Invest in Kids is a nonprofit anti-crime organization led by law enforcement professionals, prosecutors, and victims of violence. They have funded a series of studies, which have found that violent juvenile crime, smoking, drinking and doing drugs is most likely to occur between the hours of 3 p.m. and 6 p.m. There are also more automobile accidents involving young drivers during this time period (http://www.fightcrime.org). Afterschool programs provide a structured atmosphere for students K-12 to improve academic skills, engage in community service activities, and have fun with positive peer and adult role models. 4-H can provide the expertise in volunteer development and youth leadership to offer afterschool programs of value in their respective communities. Program Priorities 1. Provide curriculum and training to support to 4-H Afterschool staff. 2. Increase and maintain participation in 4-H Afterschool programs, which are provided in a fun, safe, healthy, and academically enriching environment. 3. Provide 4-H Afterschool educational opportunities that broaden the scope of life experiences. 4. Develop ways to assess, measure, and articulate the benefits gained through 4-H Afterschool programming. 5. Develop strong partnerships to deliver 4-H Afterschool programs.

2. Scope of the Program

- In-State Extension

V(D). Planned Program (Assumptions and Goals)

1. Assumptions made for the Program

4-H Youth Development programs are planned and delivered based on the theoretical model of positive youth development. This model, confirmed by current research, indicates that: 1. Youth benefit from participation in programs that meet key developmental needs. Programs that do this provide opportunities for belonging, mastery, independence, and generosity (Kress, 2004). 2. Participation in programs provides productive opportunities for the development of important life skills, such as leadership and citizenship. The 4-H program bases its life skill development on the Targeting Life Skills Model (Hendricks, 1996). In addition 4-H programs provide opportunities for youth to learn content-specific knowledge and skills in their 4-H project area. 3. The development of life skills and content knowledge contributes to the development of the 5 "C" outcomes of positive youth

development programs. These outcomes are confidence, competence, character, connection, and caring (Roth, 2005). 4. Development of the 5 "C" outcomes, leads ultimately to youth who are able to transition successfully to adulthood. As adults they are economically self-sufficient, have healthy family and social involvement, and are contributing members of their community (Gambone & Connell, 2005).

2. Ultimate goal(s) of this Program

The ultimate goal of this program plan, and the 4-H program in general is to help youth develop the skills and knowledge needed to lead productive, healthy, and contributing lives. Families and communities will be strengthened and supported as young peoples' after school needs are met. Young people in Oregon will have a safe place to be after school, thus reducing the risks associated with youth who are left unsupervised during the hours from 3 to 6. The lives of Oregon's young people will be enriched through learning opportunities in the arts, sciences, and physical activity, leading to increased interest in learning, and a broader intellectual and social understanding. Youth will attain higher academic achievement through structured attention to homework and other academic requirements.

V(E). Planned Program (Inputs)

1. Estimated Number of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
2008	4.9	0.0	0.0	0.0
2009	4.9	0.0	0.0	0.0
2010	4.9	0.0	0.0	0.0
2011	4.9	0.0	0.0	0.0
2012	5.0	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

Curriculum and material development
Training for educators and afterschool staff 4-H Afterschool programs

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

Extension	
Direct Methods	Indirect Methods
• Workshop • Education Class • One-on-One Intervention	• Web sites • Newsletters

3. Description of targeted audience

Youth ages K-12 Educators and afterschool staff

V(G). Planned Program (Outputs)

1. 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
2008	100	100	1500	1500
2009	100	100	1500	1500
2010	100	100	1500	1500
2011	100	100	1500	1500
2012	100	100	1500	1500

2. (Standard Research Target) Number of Patents

Expected Patents

2008 :0 **2009 :**0 **2010 :** 0 **2011 :**0 **2012 :** 0

3. Expected Peer Review Publications

Year	Research Target	Extension Target
2008	0	0
2009	0	0
2010	0	0
2011	0	0
2012	0	0

V(H). State Defined Outputs

1. Output Target

- Number of youth participating in 4-H Afterschool programs.

2008 :1500 **2009 :**1500 **2010 :** 1500 **2011 :**1500 **2012 :**2000

- Number of educators and afterschool staff receiving training on 4-H afterschool curricula.

2008 :100 **2009 :**100 **2010 :** 100 **2011 :**100 **2012 :**100

V(I). State Defined Outcome

1. Outcome Target

Number of youth experiencing a reduction in unsupervised time alone as a result of participating in 4-H Afterschool programs.

2. Outcome Type : Change in Knowledge Outcome Measure

2008 :750 **2009 :** 750 **2010 :** 750 **2011 :**750 **2012 :** 750

3. Associated Knowledge Area(s)

- 806 - Youth Development

1. Outcome Target

Number of youth gaining knowledge or life skills as a result of participation in 4-H Afterschool programs.

2. Outcome Type : Change in Knowledge Outcome Measure

2008 :	2009 :	2010 :	2011 :	2012 :
750	750	750	750	750

3. Associated Knowledge Area(s)

- 806 - Youth Development

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

- Competing Programatic Challenges
- Appropriations changes
- Competing Public priorities

Description

{NO DATA ENTERED}

V(K). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

- Before-After (before and after program)
- After Only (post program)
- Retrospective (post program)

Description

Annual performance monitoring data will be collected from all 36 counties to develop aggregate measures of youth who experience reductions in at risk time as a result of participating in 4-H afterschool programs. A statewide evaluation will be conducted in 2010 to track knowledge and life skill aquisition.

2. Data Collection Methods

- Sampling
- Other (Existing Information)
- Mail

Description

Performance monitoring data will be collected through an annual report submitted by county 4-H faculty. Knowledge and life skill aquisition will be measured using end-of-program assessments.

V(A). Planned Program (Summary)

1. Name of the Planned Program

4-H Environmental Stewardship

2. Brief summary about Planned Program

The need for increased science literacy and the application of science to natural resource management has gained in importance in recent years. This is especially true in Oregon where a workable balance of natural resources, conservation efforts, and economic development can be difficult to obtain. The goal of the 4-H program is to provide science-based educational programming in the natural sciences through which youth gain understanding in scientific inquiry and natural resources management, and develop skill in making sound resource management decisions that help support a sustainable future.

3. Program existence : Intermediate (One to five years)

4. Program duration : Long-Term (More than five years)

5. Expending formula funds or state-matching funds : Yes

6. Expending other than formula funds or state-matching funds : Yes

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

- 806 100% Youth Development

V(C). Planned Program (Situation and Scope)

1. Situation and priorities

Oregonians also have a long history of legislated environmental protections that began as early as the first civil government in the Oregon Country in 1843 and continued with legislation such as the 1967 Beach Bill, the 1971 Bottle Bill and the 1973 approval of statewide land use planning. The state's population growth continues to equal or out pace the national average, and diversity is increasing. Finding common ground to address and balance pressing environmental and economic issues and preserve the quality of life OregonianÂ's value will require an engaged and educated citizenry. Yet, Oregonians face many critical environmental issues in agriculture, forestry, energy and marine and fisheries resources. The majority of Oregon's land area is in natural resource uses including dry and irrigated cropland, pasture, rangeland, woodlots and forested lands. They contribute to a large sector of Oregon's economy; one out of every 10 jobs directly related to these resources. Program Priorities 1. Provide experiential programs that assist youth and adults in understanding natural science processes. 2. Provide youth and adults with science processing sills to empower them to address community issues. 3. Create opportunities for youth and adults to practice environmental stewardship to enhance their communities.

2. Scope of the Program

- In-State Extension

V(D). Planned Program (Assumptions and Goals)

1. Assumptions made for the Program

4-H Youth Development programs are planned and delivered based on the theoretical model of positive youth development. This model, confirmed by current research, indicates that: 1. Youth benefit from participation in programs that meet key developmental needs. Programs that do this provide opportunities for belonging, mastery, independence, and generosity (Kress, 2004). 2. Participation in programs provides productive opportunities for the development of important life skills, such as leadership and citizenship. The 4-H program bases its life skill development on the Targeting Life Skills Model (Hendricks, 1996). In addition 4-H programs provide opportunities for youth to learn content-specific knowledge and skills in their 4-H project area. 3. The development of life skills and content knowledge contributes to the development of the 5 "C" outcomes of positive youth development programs. These outcomes are confidence, competence, character, connection, and caring (Roth, 2005). 4. Development of the 5 "C" outcomes, leads ultimately to youth who are able to transition successfully to adulthood. As adults they are economically self-sufficient, have healthy family and social involvement, and are contributing members of their community (Gambone & Connell, 2005).

2. Ultimate goal(s) of this Program

The ultimate goal of this program plan, and the 4-H program in general is to help youth develop the skills and knowledge needed to lead productive, healthy, and contributing lives. Young people participating in this 4-H program develop science interest and skill, and will become effective stewards of the environment as adults. Because of this, quality of life and environmental integrity are maintained or improved through the implementation of socially, economically, and environmentally sustainable practices.

V(E). Planned Program (Inputs)

1. Estimated Number of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
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
2012	7.0	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

4-H Natural Science Clubs
4-H residential Camps 4-H in-school science programming (non-Wildlife Stewards)
4-H Wildlife Stewards programming
4-H After-school science programs
Curriculum and material development

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

Extension	
Direct Methods	Indirect Methods
• Workshop • Education Class • One-on-One Intervention	• Web sites • Newsletters

3. Description of targeted audience

Youth ages 9-18 Extension educators

V(G). Planned Program (Outputs)

1. 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
2008	1000	1000	4000	40000
2009	1000	1000	4000	40000
2010	1000	1000	4000	40000
2011	1000	1000	4000	40000
2012	1000	1000	4000	40000

2. (Standard Research Target) Number of Patents

Expected Patents

2008 :0 **2009 :**0 **2010 :** 0 **2011 :** 0 **2012 :** 0

3. Expected Peer Review Publications

Year	Research Target	Extension Target
2008	0	0
2009	0	0
2010	0	0
2011	0	0
2012	0	0

V(H). State Defined Outputs

1. Output Target

- Number of youth participating in 4-H environment and natural resource projects.

  2008 :15000 **2009 :**15500 **2010 :** 15800 **2011 :**16000 **2012 :**16500

- Number of youth exhibiting natural science projects at the state fair.

  2008 :200 **2009 :**200 **2010 :** 200 **2011 :**200 **2012 :**200

- Number of 4-H Wildlife Stewards partner schools.

  2008 :55 **2009 :**55 **2010 :** 55 **2011 :**55 **2012 :**55

- Number of youth participating in the 4-H Wildlife Stewards program.

  2008 :10000 **2009 :**10000 **2010 :** 10000 **2011 :**10000 **2012 :**10000

V(I). State Defined Outcome

1. Outcome Target

Number of youth gaining knowledge in science or natural resources.

2. Outcome Type : Change in Knowledge Outcome Measure

2008 :	**2009 :**	**2010 :**	**2011 :**	**2012 :**
10000	10000	10000	10000	10000

3. Associated Knowledge Area(s)

- 806 - Youth Development

1. Outcome Target

Number of youth implenting practices to protect or improve the environment.

2. Outcome Type : Change in Action Outcome Measure

2008 :	**2009 :**	**2010 :**	**2011 :**	**2012 :**
1000	1000	1000	1000	1000

3. Associated Knowledge Area(s)

- 806 - Youth Development

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

{NO DATA ENTERED}

V(K). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

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

Description

Annual performance monitoring data will be collected from all 36 counties to develop aggregate measures of learning and application of learning. Case studies will examine ways that young people are using knowledge to protect or improve the environment.

2. Data Collection Methods

- Sampling
- Case Study
- Mail
- Observation

Description

Performance monitoring data will be collected through an annual report submitted by county 4-H faculty. Selelcted local programs will be the target of case studies.

V(A). Planned Program (Summary)

1. Name of the Planned Program

4-H Nutrition and Health

2. Brief summary about Planned Program

Obesity and its long-term impact on health has reached a crisis point. Research shows that lifelong nutrition and physical activities habits need to be established in childhood. The goal of the 4-H program is to increase the number of youth in Oregon who can maintain a healthy lifestyle through learning how to select a balanced, nutritious diet, 2) developing skill to prepare food themselves, and 3) developing the skill and positive attitude to make physical activity a lifelong habit. Through a variety of educational activities, youth will develop and apply knowledge and skills in nutrition and food preparation to help ensure optimum health and well-being across the lifespan.

3. Program existence : Mature (More then five years)

4. Program duration : Long-Term (More than five years)

5. Expending formula funds or state-matching funds : Yes

6. Expending other than formula funds or state-matching funds : Yes

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

- 806 100% Youth Development

V(C). Planned Program (Situation and Scope)

1. Situation and priorities

Obesity and hunger are recognized nationally as problems of epidemic proportion. In particular, obesity has been shown to be associated with the early onset of diabetes, hypertension, and heart disease. Other research indicates that overweight children or adolescents are more than likely to be overweight adults and experience continuing health problems. Although a number of factors can be implicated, eating too many calories (fast food, large servings) and having a sedentary lifestyle (screen time on computers, TV, video games, etc) is most likely to cause obesity in young people. Giving youth the knowledge and skill to make more healthful decisions and to develop positive behaviors will help target this problem at an early stage. Knowledge and skill includes: Nutrition knowledge to be able to select a wide variety of foods to obtain the nutrients our bodies need Food preparation skills as a means of providing choice and more control over what is eaten as well as managing costs Knowledge and behavior change skills to build the habit of physical activity as a way of life for youth at all levels of athletic skill or physical ability 4-H is positively positioned to reach a large number of Oregon youth. In addition, opportunities to access grants of varying sizes to help support these specific efforts are increasingly available. Program Priorities 1. Create and deliver programming for youth leading to increased food preparation skills and consumption of safer and more nutritional diets. 2. Create and deliver programming for youth leading to increased awareness of the relationship between agriculture and the foods they eat. 3. Create and deliver programming for youth leading to an increased awareness of the relationship between good nutrition and good health and positive changes in behaviors. 4. Create and deliver programming for youth leading to increased understanding about the relationship between physical activity and good health and to increased physical activity and improved health status.

2. Scope of the Program

- In-State Extension

V(D). Planned Program (Assumptions and Goals)

1. Assumptions made for the Program

4-H Youth Development programs are planned and delivered based on the theoretical model of positive youth development. This model, confirmed by current research, indicates that: 1. Youth benefit from participation in programs that meet key developmental needs. Programs that do this provide opportunities for belonging, mastery, independence, and generosity (Kress, 2004). 2. Participation in programs provides productive opportunities for the development of important life skills, such as leadership and citizenship. The 4-H program bases its life skill development on the Targeting Life Skills Model (Hendricks, 1996). In addition 4-H programs provide opportunities for youth to learn content-specific knowledge and skills in their 4-H project area. 3. The

development of life skills and content knowledge contributes to the development of the 5 "C" outcomes of positive youth development programs. These outcomes are confidence, competence, character, connection, and caring (Roth, 2005). 4. Development of the 5 "C" outcomes, leads ultimately to youth who are able to transition successfully to adulthood. As adults they are economically self-sufficient, have healthy family and social involvement, and are contributing members of their community (Gambone & Connell, 2005).

2. Ultimate goal(s) of this Program

The ultimate goal of this plan of work, and the 4-H program in general, is to help youth and adults develop the skills and knowledge needed to lead productive, healthy, and contributing lives. Obesity and its long-term impact on health has reached a crisis point. Research shows that lifelong nutrition and physical activities habits need to be established in childhood. The goal of the this 4-H program is to increase the number of youth in Oregon who can maintain a healthy lifestyle through learning how to select a balanced, nutritious diet, 2) developing skill to prepare food themselves, and 3) developing the skill and positive attitude to make physical activity a lifelong habit.

V(E). Planned Program (Inputs)

1. Estimated Number of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
2008	6.0	0.0	0.0	0.0
2009	6.0	0.0	0.0	0.0
2010	6.0	0.0	0.0	0.0
2011	6.0	0.0	0.0	0.0
2012	6.0	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

4-H foods and nutrition projects
4-H foods and nutrition contests
4-H curriculum development
Special 4-H projects related to foods and nutrition

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

Extension	
Direct Methods	Indirect Methods
• Education Class • Workshop • One-on-One Intervention • Other 2 (Exhibits) • Other 1 (Contests)	• Newsletters • Web sites

3. Description of targeted audience

Youth ages 9-18 Extension educators

V(G). Planned Program (Outputs)

1. 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
2008	3000	3000	23000	23000
2009	3000	3000	23000	23000
2010	3000	3000	23000	23000
2011	3000	3000	23000	23000
2012	3000	3000	23000	23000

2. (Standard Research Target) Number of Patents

Expected Patents

2008 :0 **2009 :**0 **2010 :** 0 **2011 :** 0 **2012 :** 0

3. Expected Peer Review Publications

Year	Research Target	Extension Target
2008	0	0
2009	0	0
2010	0	0
2011	0	0
2012	0	0

V(H). State Defined Outputs

1. Output Target

- Number of youth participating in Foods and Nutrition Projects.

2008 :8000 **2009 :**8500 **2010 :** 9000 **2011 :**9500 **2012 :**9500

- Number of youth participating in physical activity projects.

2008 :3000 **2009 :**3000 **2010 :** 3000 **2011 :**3000 **2012 :**3000

V(I). State Defined Outcome

1. Outcome Target

Number of youth gaining knowledge required to select or prepare healthy food.

2. Outcome Type : Change in Knowledge Outcome Measure

2008 :3000 **2009 :** 3000 **2010 :** 3000 **2011 :**3000 **2012 :** 3000

3. Associated Knowledge Area(s)

- 806 - Youth Development

1. Outcome Target

Number of youth making behavioral changes which improving health.

2. Outcome Type : Change in Action Outcome Measure

2008 :	**2009 :**	**2010 :**	**2011 :**	**2012 :**
1500	1500	1500	1500	1500

3. Associated Knowledge Area(s)

- 806 - Youth Development

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

{NO DATA ENTERED}

V(K). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

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

Description

Annual performance monitoring data will be collected from all 36 counties to develop aggregate measures of youth who have gained knowledge related to diet or physical activity. A statewide program evaluation was conducted in 2006 to determine whether young people are making behavioral changes related to food intake or physical activity. Results of this study support the proejcted impact of this planned program and will be reported with the 2007 Federal Report of Accomplishment. Since literature has established linkages between lifestyle and health documenting behavior changes will provide a base from which safe inference can be made to the long-term effects of programming.

2. Data Collection Methods

- Tests
- Observation
- Sampling
- Mail

Description

Performance monitoring data will be collected through an annual report submitted by county 4-H faculty. The statewide program evaluation will utilize end-of-event assessments, follow-up assessments (12-18 months), and case study methodologies.

V(A). Planned Program (Summary)

1. Name of the Planned Program

4-H Outreach to New and Underserved Audiences

2. Brief summary about Planned Program

Because of recent demographic changes in Oregon, some audiences are potentially underserved by the 4-H program. This planned program is designed to build capacity to reach and positively impact underserved youth. It is the goal of the 4-H program to develop adult volunteers who can support 4-H programs for underserved audiences, provide 4-H educational programming to underserved youth, and facilitate access for underserved audiences to all 4-H programming opportunities.

3. Program existence : Intermediate (One to five years)

4. Program duration : Long-Term (More than five years)

5. Expending formula funds or state-matching funds : Yes

6. Expending other than formula funds or state-matching funds : Yes

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

- 806 100% Youth Development

V(C). Planned Program (Situation and Scope)

1. Situation and priorities

The mission of Oregon 4-H is to develop the potential of Oregon's youth, including those of diverse cultural and socio-economic backgrounds. While 4-H has taken steps in the last six years to diversify its membership, 4-H membership/participation outside of the school enrichment delivery mode does not yet reflect the demographics of the K-12 population in Oregon. The Oregon Outreach Project has demonstrated that when 4-H offers programs that speak to the needs and interests of diverse youth and families, they will become engaged. Continued, focused efforts are needed to plan, implement, and evaluate programs that are responsive to the needs and interests of Oregon's diverse youth and thereby increase their participation in educational programs that will promote their positive development. Program Priorities 1. Identify, recruit and train adult 4-H volunteers representing underserved audiences. 2. Create and deliver programming that leads to positive life skill development among youth from underserved populations 3. Establish and maintain collaborative relationships among underserved audiences, service providers, and the broader community. 4. Create and deliver programming that will allow youth and adults from underserved audiences to share their 4-H experiences with other s through public presentations

2. Scope of the Program

- In-State Extension

V(D). Planned Program (Assumptions and Goals)

1. Assumptions made for the Program

4-H Youth Development programs are planned and delivered based on the theoretical model of positive youth development. This model, confirmed by current research, indicates that: 1. Youth benefit from participation in programs that meet key developmental needs. Programs that do this provide opportunities for belonging, mastery, independence, and generosity (Kress, 2004). 2. Participation in programs provides productive opportunities for the development of important life skills, such as leadership and citizenship. The 4-H program bases its life skill development on the Targeting Life Skills Model (Hendricks, 1996). In addition 4-H programs provide opportunities for youth to learn content-specific knowledge and skills in their 4-H project area. 3. The development of life skills and content knowledge contributes to the development of the 5 "C" outcomes of positive youth development programs. These outcomes are confidence, competence, character, connection, and caring (Roth, 2005). 4. Development of the 5 "C" outcomes, leads ultimately to youth who are able to transition successfully to adulthood. As adults they are economically self-sufficient, have healthy family and social involvement, and are contributing members of their community (Gambone & Connell, 2005).

2. Ultimate goal(s) of this Program

The ultimate goal of this program plan, and the 4-H program in general is to help youth develop the skills and knowledge needed to lead productive, healthy, and contributing lives. Underserved audiences in Oregon will have access to, and be served by, the 4-H youth development program. As such, minority youth will have increased knowledge and skill development that they will apply toward greater academic access and achievement, and reduced levels of risk behaviors. Membership in the 4-H program will reflect the ethnic diversity of Oregon, which in turn, will help ensure equal access to support and opportunities for all Oregon youth.

V(E). Planned Program (Inputs)

1. Estimated Number of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
2008	5.2	0.0	0.0	0.0
2009	5.2	0.0	0.0	0.0
2010	5.2	0.0	0.0	0.0
2011	5.2	0.0	0.0	0.0
2012	6.0	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

4-H Clubs
Oregon Outreach Programs
Curriculum and material development

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

Extension	
Direct Methods	Indirect Methods
• Workshop • Education Class • One-on-One Intervention	• Web sites • Newsletters

3. Description of targeted audience

Youth ages K-12 Parents Extension educators

V(G). Planned Program (Outputs)

1. 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
2008	1000	1000	12000	12000
2009	1000	1000	12000	12000
2010	1000	1000	12000	12000
2011	1000	1000	12000	12000
2012	1000	1000	12000	12000

2. (Standard Research Target) Number of Patents

Expected Patents

2008 :0 **2009 :**0 **2010 :** 0 **2011 :**0 **2012 :** 0

3. Expected Peer Review Publications

Year	Research Target	Extension Target
2008	0	0
2009	0	0
2010	0	0
2011	0	0
2012	0	0

V(H). State Defined Outputs

1. Output Target

- Number of youth participating in 4-H outreach programs.

  2008 :3000 **2009 :**3000 **2010 :** 3000 **2011 :**3000 **2012 :**3000

- Number of adult volunteers supporting 4-H outreach programming.

  2008 :300 **2009 :**300 **2010 :** 300 **2011 :**300 **2012 :**300

- Percent of 4-H enrollment from racial or ethnic minorities.

  2008 :18 **2009 :**19 **2010 :** 19 **2011 :**20 **2012 :**20

V(I). State Defined Outcome

1. Outcome Target

Number of youth achieving academic success as measured through standardized test scores and other existing data sources.

2. Outcome Type : Change in Condition Outcome Measure

2008 :200 **2009 :** 200 **2010 :** 200 **2011 :**200 **2012 :** 0

3. Associated Knowledge Area(s)

- 806 - Youth Development

1. Outcome Target

Number of youth gaining knowledge and life skills through participation in 4-H outreach programs.

2. Outcome Type : Change in Knowledge Outcome Measure

2008 :	**2009 :**	**2010 :**	**2011 :**	**2012 :**
1000	1000	1000	1000	0

3. Associated Knowledge Area(s)

- 806 - Youth Development

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

{NO DATA ENTERED}

V(K). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

- After Only (post program)
- Time series (multiple points before and after program)
- Case Study
- Retrospective (post program)
- Before-After (before and after program)

Description

Annual performance monitoring data will be collected from all 36 counties to track knowledge and life skill aquisition. A statewide program evaluation will be conducted in 2010 to track academic achievement of program participants.

2. Data Collection Methods

- Other (Existing Data)
- Case Study
- Sampling
- Mail

Description

Performance monitorong data will be collected through an annual report submitted by county 4-H faculty. The statewide evaluation will utilize case study and time-series designs to document educational achievement of program participants.

V(A). Planned Program (Summary)

1. Name of the Planned Program

4-H Science, Technology, and Engineering

2. Brief summary about Planned Program

The need for increased science, technological, and engineering literacy gained in importance in recent years. The goal of this 4-H program plan is to provide educational programming that emphasizes the application of science and technology to everyday life as well as career interests and opportunities.

3. Program existence : Intermediate (One to five years)

4. Program duration : Long-Term (More than five years)

5. Expending formula funds or state-matching funds : Yes

6. Expending other than formula funds or state-matching funds : Yes

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

- 806 100% Youth Development

V(C). Planned Program (Situation and Scope)

1. Situation and priorities

A strong investment in high quality science education is essential if we are to prepare our youth for productive employment, healthful lifestyles, knowledgeable and contributing citizenship, strong family formation and other adult responsibilities. Science and technology are all around us and embedded in many of the projects and activities 4-H offers to youth. The scientific method is central to the development of many projects, from nutrition and natural science to computer science and photography. Many different 4-H projects can be used to help youth discover and apply science, technology and engineering in their daily lives. Today, many elementary teachers place less emphasis on science and technology than on reading, writing, and math, but most educators agree that scientific skills are critical to long term educational success. A recent study suggests that Â“students who are taught science in a hands-on, inquiry-based mannerÂ” can begin to develop life skills such as problem solving, critical thinking, and teamwork (www.BayerUS.com/MSMS). Traditional 4-H projects like nutrition and new projects like GPS/GIS technology can be used to attract and engage youth in this initiative through all delivery modes, including clubs, camps, school enrichment, and after school programs. Program Priorities 1. Create and deliver programming to teach youth and adults about the scientific method leading to improved critical thinking. 2. Create and deliver programming to teach youth and adults about new and emerging technologies 3. Create and deliver programming to expand interest and knowledge about science among youth. 4. Create and deliver programming to give volunteers the capacity to teach science, technology and engineering.

2. Scope of the Program

- In-State Extension

V(D). Planned Program (Assumptions and Goals)

1. Assumptions made for the Program

4-H Youth Development programs are planned and delivered based on the theoretical model of positive youth development. This model, confirmed by current research, indicates that: 1. Youth benefit from participation in programs that meet key developmental needs. Programs that do this provide opportunities for belonging, mastery, independence, and generosity (Kress, 2004). 2. Participation in programs provides productive opportunities for the development of important life skills, such as leadership and citizenship. The 4-H program bases its life skill development on the Targeting Life Skills Model (Hendricks, 1996). In addition 4-H programs provide opportunities for youth to learn content-specific knowledge and skills in their 4-H project area. 3. The development of life skills and content knowledge contributes to the development of the 5 "C” outcomes of positive youth development programs. These outcomes are confidence, competence, character, connection, and caring (Roth, 2005). 4. Development of the 5 "C” outcomes, leads ultimately to youth who are able to transition successfully to adulthood. As adults they are economically self-sufficient, have healthy family and social involvement, and are contributing members of their community (Gambone & Connell, 2005).

2. Ultimate goal(s) of this Program

The ultimate goal of this program plan, and the 4-H program in general is to help youth develop the skills and knowledge needed to lead productive, healthy, and contributing lives. Young people participating in this 4-H program will possess an understanding of the role of science, technology, and engineering in the contemporary world. They will develop skills and abilities for success in education and careers that rely on the application of science and technology. In doing so, the 4-H program is contributing to the long-term economic and social stability of a technologically advanced workforce.

V(E). Planned Program (Inputs)

1. Estimated Number of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
2008	7.5	0.0	0.0	0.0
2009	7.5	0.0	0.0	0.0
2010	7.5	0.0	0.0	0.0
2011	7.5	0.0	0.0	0.0
2012	7.5	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

4-H science clubs/programs (animal science, horticulture)
4-H Technology clubs/programs (Tech Wizards, Lego Robotics)
4-H Engineering clubs/programs/camps (Technology Camp)
National 4-H Technology Conference
After school science programs (not-environmental science)
Curriculum and material development

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

Extension	
Direct Methods	Indirect Methods
• One-on-One Intervention • Other 2 (Exhibits) • Education Class • Workshop • Other 1 (Contests)	• Newsletters • Web sites

3. Description of targeted audience

Youth ages 9-18 4-H Volunteer leaders Extension educators

V(G). Planned Program (Outputs)

1. 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
2008	2000	2000	40000	40000
2009	2000	2000	40000	40000
2010	2000	2000	40000	40000
2011	2000	2000	40000	40000
2012	2000	2000	40000	40000

2. (Standard Research Target) Number of Patents

Expected Patents

2008 :0 **2009 :**0 **2010 :** 0 **2011 :**0 **2012 :**0

3. Expected Peer Review Publications

Year	Research Target	Extension Target
2008	0	0
2009	0	0
2010	0	0
2011	0	0
2012	0	0

V(H). State Defined Outputs

1. Output Target

- Number of youth participating in 4-H science and technology projects and programs.

2008 :15000 **2009 :**15000 **2010 :** 15000 **2011 :**15000 **2012 :**15000

V(I). State Defined Outcome

1. Outcome Target

Number of youth gaining skills in science and technology.

2. Outcome Type : Change in Knowledge Outcome Measure

2008 :5000 **2009 :** 5000 **2010 :** 5000 **2011 :**5000 **2012 :** 5000

3. Associated Knowledge Area(s)

- 806 - Youth Development

1. Outcome Target

Number of youth utilizing science and technology skills to improve their school or community.

2. Outcome Type : Change in Knowledge Outcome Measure

2008 :1000 **2009 :** 1000 **2010 :** 1000 **2011 :**1000 **2012 :** 1000

3. Associated Knowledge Area(s)

- 806 - Youth Development

1. Outcome Target

Number of youth whose career choice was affected by participation in 4-H science and technology programs.

2. Outcome Type : Change in Action Outcome Measure

2008 :	**2009 :**	**2010 :**	**2011 :**	**2012 :**
300	300	300	300	300

3. Associated Knowledge Area(s)

- 806 - Youth Development

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

- Competing Public priorities
- Competing Programatic Challenges
- Economy

Description

{NO DATA ENTERED}

V(K). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

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

Description

Performance monitoring data will be collected from all 36 counties to develop aggregate measures of outputs and outcomes. A statewide program evaluation of 4-H science, technology, and engineering programs in 2009.

2. Data Collection Methods

- Sampling
- Whole population
- Mail
- Case Study

Description

Performance monitoring data will be collected through an annual report submitted by county faculty. The statewide program evaluation will utilize end-of-program assessments of knowledge and skill attainment and case studies to examine how youth are applying what they have learned.

V(A). Planned Program (Summary)

1. Name of the Planned Program

4-H Workforce Preparation

2. Brief summary about Planned Program

The world of work is changing rapidly. The skills needed in today's workforce are radically different from those even a decade ago. In order to transition successfully from school to work, youth need to possess a large range of transferable skills, including technological and entrepreneurial skills. The intention of this plan of work is to increase life and work skills in youth and to provide career exploration opportunities.

3. Program existence : Intermediate (One to five years)

4. Program duration : Long-Term (More than five years)

5. Expending formula funds or state-matching funds : Yes

6. Expending other than formula funds or state-matching funds : Yes

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

- 806 100% Youth Development

V(C). Planned Program (Situation and Scope)

1. Situation and priorities

The world is a place of continuous change. Workers, once secure in skills, must constantly learn new processes and technologies to stay employed. Preparation for the dynamic world of work needs to begin long before youth are launched into their first jobs. After all, young adults will spend the next four to five decades working, and in today's world, important decisions about careers and employment should not be left to chance. A young adult should strive for the best fit, and be prepared to evolve as his or her world does. Preparing to become an asset in the world of work begins when a child is young and continues through adulthood. The character shaping and skill learning that happens in the home, school, and other places is an important foundation. By adding focused awareness of employer responsibilities and expectations, skills, and other topics, a young person is better prepared for work. Helping youth learn more about careers that best match their abilities and temperament helps ensure job satisfaction and high productivity. Program Priorities 1. Provide programming to increase youth life skills (e. g. decision making, public speaking, ethical awareness, self-esteem, critical thinking, proactive coping, inquiry, self-understanding, responsibility, leadership, and team work). 2. Provide programming to encourage youth to explore future opportunities (e.g. careers, education, entrepreneurship, business) and/or exploration of work aptitude, styles, and preferences. 3. Create opportunities for youth to participate in internships, apprenticeships, job shadowing, and/or youth-adult career mentoring opportunities. 4. Provide programming leading to increased likelihood that youth will obtain post-secondary or vocational education

2. Scope of the Program

- In-State Extension

V(D). Planned Program (Assumptions and Goals)

1. Assumptions made for the Program

4-H Youth Development programs are planned and delivered based on the theoretical model of positive youth development. This model, confirmed by current research, indicates that: 1. Youth benefit from participation in programs that meet key developmental needs. Programs that do this provide opportunities for belonging, mastery, independence, and generosity (Kress, 2004). 2. Participation in programs provides productive opportunities for the development of important life skills, such as leadership and citizenship. The 4-H program bases its life skill development on the Targeting Life Skills Model (Hendricks, 1996). In addition 4-H programs provide opportunities for youth to learn content-specific knowledge and skills in their 4-H project area. 3. The development of life skills and content knowledge contributes to the development of the 5 "C" outcomes of positive youth development programs. These outcomes are confidence, competence, character, connection, and caring (Roth, 2005). 4. Development of the 5 "C" outcomes, leads ultimately to youth who are able to transition successfully to adulthood. As adults they are economically self-sufficient, have healthy family and social involvement, and are contributing members of their community

(Gambone & Connell, 2005).

2. Ultimate goal(s) of this Program

Young people participating in 4-H workforce preparation programs will be highly valued employees within the Oregon workforce. They will be well prepared for the transition from school into a work world that has vastly changed in the past 15 years. They will also be more likely to see post-secondary or vocational education in areas that match their interests and temperaments, leading to greater job satisfaction and overall adjustment adult life.

V(E). Planned Program (Inputs)

1. Estimated Number of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
2008	5.2	0.0	0.0	0.0
2009	5.2	0.0	0.0	0.0
2010	5.2	0.0	0.0	0.0
2011	5.2	0.0	0.0	0.0
2012	6.0	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

4-H programming that builds life skills 4-H programming specifically targeted to workforce prep 4-H programming in entrepreneurship and financial management

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

Extension	
Direct Methods	Indirect Methods
• Workshop • Education Class • One-on-One Intervention	• Web sites • Newsletters

3. Description of targeted audience

Youth ages 9-18 4-H Volunteer leaders Extension educators

V(G). Planned Program (Outputs)

1. 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
2008	300	300	1500	1500
2009	300	300	1500	1500
2010	300	300	1500	1500
2011	300	300	1500	1500
2012	300	300	1500	1500

2. (Standard Research Target) Number of Patents

Expected Patents

2008 :0 **2009 :**0 **2010 :** 0 **2011 :**0 **2012 :**0

3. Expected Peer Review Publications

Year	Research Target	Extension Target
2008	0	0
2009	0	0
2010	0	0
2011	0	0
2012	0	0

V(H). State Defined Outputs

1. Output Target

- Number of youth participating in 4-H programming directly related to workforce preparation.

2008 :1500 **2009 :**1500 **2010 :** 1500 **2011 :**1500 **2012 :**1500

- Number of 4-H volunteers leaders supporting workforce preparation programs.

2008 :300 **2009 :**300 **2010 :** 300 **2011 :**300 **2012 :**300

V(I). State Defined Outcome

1. Outcome Target

Number of youth gaining knowledge about careers and the preparation required for them.

2. Outcome Type : Change in Knowledge Outcome Measure

2008 :1500 **2009 :** 1500 **2010 :** 1500 **2011 :**1500 **2012 :** 1500

3. Associated Knowledge Area(s)

- 806 - Youth Development

1. Outcome Target

Documentation of how youth are taking steps to prepare for education and careers beyond high school.

2. Outcome Type : Change in Action Outcome Measure

2008 :	2009 :	2010 :	2011 :	2012 :
3	3	3	3	3

3. Associated Knowledge Area(s)

- 806 - Youth Development

1. Outcome Target

Documentation of program participants post-secondary or career attainment.

2. Outcome Type : Change in Condition Outcome Measure

2008 :	2009 :	2010 :	2011 :	2012 :
3	3	3	3	3

3. Associated Knowledge Area(s)

- 806 - Youth Development

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

- Competing Public priorities
- Competing Programatic Challenges
- Public Policy changes
- Government Regulations
- Economy

Description

{NO DATA ENTERED}

V(K). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

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

Description

Annual performance monitoring data will be collected from all 36 counties to develop aggregate measures of youth who have gained knowledge about careers or preparation needed. A statewide program evaluation will be conducted in 2009 to measure application of knowledge and educational or career attainment.

2. Data Collection Methods

- Whole population
- Mail
- Case Study
- Sampling

Description

Performance monitoring data will be collected through an annual report submitted by county 4-H faculty. The statewide program evaluation will utilize case studies to track how youth are using information to position themselves post-secondary education and careers of choice.

V(A). Planned Program (Summary)

1. Name of the Planned Program

Ag: Dryland Cropping Systems

2. Brief summary about Planned Program

The dryland cropping system program focuses primarily on the more than one million acres in the Columbia Basin that is largely planted to winter wheat. Dryland production systems are major contributors to the economies of many Northeastern Oregon communities. Challenges include competing in world markets, maintaining profitability, effectively managing pests, preserving soil and water quality, and sustaining rural communities. The overall goal is to improve the economic and environmental sustainability of dryland cropping systems by employing appropriate production and marketing techniques and technologies. Furthermore, appropriate use of science-based information is critical to the development of sound policy affecting land use in the region.

3. Program existence : Mature (More then five years)

4. Program duration : Long-Term (More than five years)

5. Expending formula funds or state-matching funds : Yes

6. Expending other than formula funds or state-matching funds : Yes

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

- 102 15% Soil, Plant, Water, Nutrient Relationships
- 111 15% Conservation and Efficient Use of Water
- 112 15% Watershed Protection and Management
- 205 15% Plant Management Systems
- 216 10% Integrated Pest Management Systems
- 502 10% New and Improved Food Products
- 511 5% New and Improved Non-Food Products and Processes
- 601 10% Economics of Agricultural Production and Farm Management
- 604 5% Marketing and Distribution Practices

V(C). Planned Program (Situation and Scope)

1. Situation and priorities

Many rural communities are highly dependent upon agriculture as the backbone of their economy. However some currently utilized crop production practices may contribute to a decline in soil quality and hasten erosion of soil. Certain pests including invasive plant species are also increasing problems in this area with limited cropping diversity and low rainfall. This coupled with low commodity prices and limited marketing options leads to a farming system that is not sustainable in its present form. The development of reduced tillage production systems coupled with appropriate new varieties of wheat and other alternative crops can provide more sustainable production alternatives. The use of research results in the establishment of policy and regulation is also key to the future of agriculture in the region.

2. Scope of the Program

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

V(D). Planned Program (Assumptions and Goals)

1. Assumptions made for the Program

Agriculture and natural resources will continue to be an important part of the economy of rural communities where dryland crop

production systems exist. As markets become more globalized there will still be profitable niche markets for products produced in this environment. Governmental regulations may favor some enterprises. Government regulations will not impose such high costs for meeting regulations that producers will be able to continue to operate.

2. Ultimate goal(s) of this Program

To improve the economic and environmental sustainability of dryland cropping systems by employing appropriate production and marketing techniques and technologies.

V(E). Planned Program (Inputs)

1. Estimated Number of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
2008	17.0	0.0	0.0	0.0
2009	17.0	0.0	0.0	0.0
2010	17.0	0.0	0.0	0.0
2011	17.0	0.0	0.0	0.0
2012	17.0	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

A combination of activities (methods listed below) that are designed to meet the needs and opportunities of the communities of interest will be built upon the research base of the university.

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

Extension	
Direct Methods	Indirect Methods
• Demonstrations • Group Discussion • Workshop • Education Class • One-on-One Intervention	• Newsletters • Web sites

3. Description of targeted audience

Crop producers primarily in the Columbia Basin of Oregon and Washington and Western Idaho. Agricultural infrastructure and service providers in Oregon, Washington and Idaho State and federal agencies managing both regulatory and incentive based programs

V(G). Planned Program (Outputs)

1. 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
2008	32000	100000	1000	1000
2009	32000	100000	1000	1000
2010	32000	100000	1000	1000
2011	32000	100000	1000	1000
2012	32000	100000	1000	1000

2. (Standard Research Target) Number of Patents

Expected Patents

2008 :0 **2009 :**0 **2010 :** 0 **2011 :**0 **2012 :**0

3. Expected Peer Review Publications

Year	Research Target	Extension Target
2008	0	0
2009	0	0
2010	0	0
2011	0	0
2012	0	0

V(H). State Defined Outputs

1. Output Target

- Number of Educational Classes Delivered

  2008 :113 **2009 :**113 **2010 :** 113 **2011 :**113 **2012 :**113

- Number of Workshops Delivered

  2008 :113 **2009 :**113 **2010 :** 113 **2011 :**113 **2012 :**113

- Number of Group Discussions

  2008 :56 **2009 :**56 **2010 :** 56 **2011 :**56 **2012 :**56

- Number of One-On-One Interventions

  2008 :471 **2009 :**471 **2010 :** 471 **2011 :**471 **2012 :**471

- Number of Demonstrations

  2008 :28 **2009 :**28 **2010 :** 28 **2011 :**28 **2012 :**28

- Number of Web Sites Maintained

2008 :4 **2009 :**4 **2010 :** 4 **2011 :**4 **2012 :**4

- Number of Newspaper Articles Published

2008 :38 **2009 :**38 **2010 :** 38 **2011 :**38 **2012 :**38

V(I). State Defined Outcome

1. Outcome Target

Acres of improved wheat varieties planted times the proven economic advantage above the industry norm (Million $).

2. Outcome Type : Change in Action Outcome Measure

2008 :1 **2009 :** 1 **2010 :** 1 **2011 :**1 **2012 :** 1

3. Associated Knowledge Area(s)

- 102 - Soil, Plant, Water, Nutrient Relationships
- 111 - Conservation and Efficient Use of Water
- 112 - Watershed Protection and Management
- 205 - Plant Management Systems
- 216 - Integrated Pest Management Systems
- 502 - New and Improved Food Products
- 511 - New and Improved Non-Food Products and Processes
- 601 - Economics of Agricultural Production and Farm Management
- 604 - Marketing and Distribution Practices

1. Outcome Target

Acres planted to new crops as a result of OSU research and Extension programs times the proven economic advantage over the norm (Million $)

2. Outcome Type : Change in Action Outcome Measure

2008 :5 **2009 :** 5 **2010 :** 5 **2011 :**5 **2012 :** 5

3. Associated Knowledge Area(s)

- 102 - Soil, Plant, Water, Nutrient Relationships
- 111 - Conservation and Efficient Use of Water
- 112 - Watershed Protection and Management
- 205 - Plant Management Systems
- 216 - Integrated Pest Management Systems
- 502 - New and Improved Food Products
- 511 - New and Improved Non-Food Products and Processes
- 601 - Economics of Agricultural Production and Farm Management
- 604 - Marketing and Distribution Practices

1. Outcome Target

Established value of application of new technologies per acre time the number of acres affected (Million $)

2. Outcome Type : Change in Condition Outcome Measure

2008 :	2009 :	2010 :	2011 :	2012 :
1	1	1	1	1

3. Associated Knowledge Area(s)

- 102 - Soil, Plant, Water, Nutrient Relationships
- 111 - Conservation and Efficient Use of Water
- 112 - Watershed Protection and Management
- 205 - Plant Management Systems
- 216 - Integrated Pest Management Systems
- 502 - New and Improved Food Products
- 511 - New and Improved Non-Food Products and Processes
- 601 - Economics of Agricultural Production and Farm Management
- 604 - Marketing and Distribution Practices

1. Outcome Target

% reduction in soil erosion when new technologies are employed.

2. Outcome Type : Change in Condition Outcome Measure

2008 :	2009 :	2010 :	2011 :	2012 :
5	5	5	5	5

3. Associated Knowledge Area(s)

- 102 - Soil, Plant, Water, Nutrient Relationships
- 111 - Conservation and Efficient Use of Water
- 112 - Watershed Protection and Management
- 216 - Integrated Pest Management Systems

1. Outcome Target

Percentage of Farmers Using Extension Information.

2. Outcome Type : Change in Knowledge Outcome Measure

2008 :	2009 :	2010 :	2011 :	2012 :
60	65	70	75	75

3. Associated Knowledge Area(s)

- 102 - Soil, Plant, Water, Nutrient Relationships
- 111 - Conservation and Efficient Use of Water
- 112 - Watershed Protection and Management
- 205 - Plant Management Systems
- 216 - Integrated Pest Management Systems
- 502 - New and Improved Food Products
- 511 - New and Improved Non-Food Products and Processes
- 601 - Economics of Agricultural Production and Farm Management
- 604 - Marketing and Distribution Practices

1. Outcome Target

Value of new processes and products applied because of OSU Extension programming (Million $).

2. Outcome Type : Change in Condition Outcome Measure

2008 :	2009 :	2010 :	2011 :	2012 :
2	3	3	3	3

3. Associated Knowledge Area(s)

- 102 - Soil, Plant, Water, Nutrient Relationships
- 111 - Conservation and Efficient Use of Water
- 112 - Watershed Protection and Management
- 205 - Plant Management Systems
- 216 - Integrated Pest Management Systems
- 502 - New and Improved Food Products
- 511 - New and Improved Non-Food Products and Processes
- 601 - Economics of Agricultural Production and Farm Management
- 604 - Marketing and Distribution Practices

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

Agricultural production in the region is very sensitive to the effects of weather, policy, and consumer demand. Additionally, wheat grown in the region is largely exported to Asia exposing producers to international market drivers and policies of external trading partners.

V(K). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

- Comparisons between program participants (individuals,group,organizations) and non-participants
- Case Study
- Before-After (before and after program)

Description

Specific data collection methods will be appropriately designed for the survey method being used. Since a variety of surveys will be used the specifics are not discussed here.

2. Data Collection Methods

- Case Study
- Observation
- Mail
- Telephone
- Unstructured

Description

Surveys will be conducted based upon OSU Institutional Review Board policies, procedures, and guidelines. For quantitative data, customized mail and follow up telephone surveys will be used. The number of persons sampled will be based upon the estimated degree of variation in the target population and the desired degree of resolution. For qualitative assessments, care will be taken to assure that case studies are representative of the larger population served by the programming.

V(A). Planned Program (Summary)

1. Name of the Planned Program

Ag: High Rainfall and Irrigated Cropping Systems

2. Brief summary about Planned Program

Crops included in this plan of work include grass seed, potato, mint, cereals, hops, sugarbeets, onions, and seed certification services which occupy over 750,000 acres in Oregon. In addition, Oregon produces over $20 million in snap beans, $30 million in sweet corn, $13 million in specialty seed, $12 million in squash and pumpkins, and $72 million in onions, as well as many other high quality processed and fresh market vegetable crops. The berry crop industry in Oregon includes commercial production of blackberry, blueberry, red and black raspberry, strawberry, cranberry, gooseberries, currants, kiwifruit, and other berry crops. The total farm gate value of these industries in Oregon was $109.1 million in 2004. Many of these crops are processed, thus adding value to Oregon's economy. Oregon has a robust wine industry. Industry leaders place great value on producing premium wines garnering international recognition and prizes. The Oregon industry currently produces 20 tons of grapes per acre on 14,000 acres. Oregon nurseries are prospering, growing at about twice the rate as the national nursery industry, and they are ranked 3rd behind California and Florida. During the late 1990's, the industry benefited from a strong construction market, rising household incomes, and growing interests in landscape aesthetics and environmental enrichment. Oregon's 2003 nursery and greenhouse gross sales were estimated at $779 million. This is the highest nursery value ever estimated and the industry has about doubled in size over the past decade. About 75% of all Oregon grown nursery plants are shipped out of state, which accounts for 11% of the national market. Nurseries vary greatly in size, from 1000+ acre operations to those occupying just a quarter acre. Nursery and greenhouse operations are very labor intensive and these Oregon industries employ more than 22,000 workers. Oregon's $282 million orchard industry in 2004 comprised pears, cherries, apples and hazelnuts. The educational process addresses homeowner and industrial waste water and biosolid disposal, management of agricultural inputs, understanding soil capabilities and limitations, and methods for improvement of watershed health. Extension is participating with the agricultural industry in developing and implementing programs related to the following topics: being competitive in a worldwide market, developing new value added products, expanding markets and market niches, increasing product quality, achieving technological advantages, implementing integrated pest management, preserving soil, water and watershed quality, dealing with many aspects of labor, and improving input management efficiencies. In addition, producers and processors are developing programs that certify cultural practices for their protection of the environment; they are also concerned about utilizing science in establishment of policy.

3. Program existence : Mature (More then five years)

4. Program duration : Long-Term (More than five years)

5. Expending formula funds or state-matching funds : Yes

6. Expending other than formula funds or state-matching funds : Yes

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

- 102 10% Soil, Plant, Water, Nutrient Relationships
- 111 10% Conservation and Efficient Use of Water
- 112 10% Watershed Protection and Management
- 204 10% Plant Product Quality and Utility (Preharvest)
- 205 10% Plant Management Systems
- 216 10% Integrated Pest Management Systems
- 403 10% Waste Disposal, Recycling, and Reuse
- 405 10% Drainage and Irrigation Systems and Facilities
- 502 10% New and Improved Food Products
- 603 10% Market Economics

V(C). Planned Program (Situation and Scope)

1. Situation and priorities

Many rural communities are highly dependent upon agriculture as the mainstay of their economies. Some of these high value crops are also important to more urban areas as well. However, some currently utilized crop production practices do not utilize

inputs efficiently and contribute to a decline in the environment and soil quality. Certain pests including invasive plant species are increasing. This coupled with low commodity prices, high input costs, and limited markets leads to a farming system that is not sustainable. The use of new technologies, improvement of input efficiencies, application of integrated pest management technologies, development of new markets and value added products will assist the agricultural industry in maintaining important contributions to the social infrastructure, economy, and environment.

2. Scope of the Program

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

V(D). Planned Program (Assumptions and Goals)

1. Assumptions made for the Program

Agriculture and natural resources will continue to be an important part of the economy of the rural and urban communities where these crops are produced or processed. As markets become more globalized there will still be profitable niche markets for products produced. Governmental regulations may favor some enterprises. Government regulations will not impose such high costs for meeting regulations that producers will be able to continue to operate.

2. Ultimate goal(s) of this Program

The overall goal is to assist the various communities of interest in development and use of processing, production, and pest control practices that lead to higher quality and more diverse food and fiber products demanded by consumers with the intent that these activities and technologies will lead to a more economically and environmentally sustainable group of agricultural industries and communities.

V(E). Planned Program (Inputs)

1. Estimated Number of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
2008	66.0	0.0	0.0	0.0
2009	66.0	0.0	0.0	0.0
2010	66.0	0.0	0.0	0.0
2011	66.0	0.0	0.0	0.0
2012	66.0	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

A combination of activities (methods listed below) that are designed to meet the needs and opportunities of the communities of interest will be built upon the research base of the university.

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

Extension	
Direct Methods	**Indirect Methods**
• Education Class • Group Discussion • Demonstrations • One-on-One Intervention • Workshop	• Web sites • Newsletters

3. Description of targeted audience

Crop producers in this group of crops generally produced in the high rain fall or irrigated production system in Oregon Agricultural infrastructure, suppliers and service providers State and federal agencies; regulatory and incentive based programs

V(G). Planned Program (Outputs)

1. 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
2008	126000	400000	1000	1000
2009	126000	400000	1000	1000
2010	126000	400000	1000	1000
2011	126000	400000	1000	1000
2012	126000	400000	1000	1000

2. (Standard Research Target) Number of Patents

Expected Patents

2008 :0 **2009 :**0 **2010 :** 0 **2011 :**0 **2012 :**0

3. Expected Peer Review Publications

Year	Research Target	Extension Target
2008	0	0
2009	0	0
2010	0	0
2011	0	0
2012	0	0

V(H). State Defined Outputs

1. Output Target

- Number of Educational Classes Planned

2008 :493 **2009 :**493 **2010 :** 493 **2011 :**493 **2012 :**493

- Number of Workshops Planned

2008 :493 **2009 :**493 **2010 :** 493 **2011 :**493 **2012 :**493

- Number of Group Discussions Planned

2008 :246 **2009 :**246 **2010 :** 246 **2011 :**246 **2012 :**246

- Number of Demonstrations Planned

2008 :123 **2009 :**123 **2010 :** 123 **2011 :**123 **2012 :**123

- Number of One-On-One Interventions Planned

2008 :2052 **2009 :**2052 **2010 :** 2052 **2011 :**2052 **2012 :**2052

- Web Sites Maintained (Planned)

2008 :6 **2009 :**6 **2010 :** 6 **2011 :**6 **2012 :**6

- Number of Newspaper Articles Planned

2008 :164 **2009 :**164 **2010 :** 164 **2011 :**164 **2012 :**164

V(I). State Defined Outcome

1. Outcome Target

Thousands of Acres of Improved Varieties Planted

2. Outcome Type : Change in Action Outcome Measure

2008 :6 **2009 :** 6 **2010 :** 6 **2011 :**6 **2012 :** 6

3. Associated Knowledge Area(s)

- 102 - Soil, Plant, Water, Nutrient Relationships
- 111 - Conservation and Efficient Use of Water
- 112 - Watershed Protection and Management
- 204 - Plant Product Quality and Utility (Preharvest)
- 205 - Plant Management Systems
- 216 - Integrated Pest Management Systems
- 403 - Waste Disposal, Recycling, and Reuse
- 405 - Drainage and Irrigation Systems and Facilities
- 502 - New and Improved Food Products
- 603 - Market Economics

1. Outcome Target

Thousands of Acres of New Crops Planted

2. Outcome Type : Change in Action Outcome Measure

2008 :	2009 :	2010 :	2011 :	2012 :
10	10	10	10	10

3. Associated Knowledge Area(s)

- 102 - Soil, Plant, Water, Nutrient Relationships
- 111 - Conservation and Efficient Use of Water
- 112 - Watershed Protection and Management
- 204 - Plant Product Quality and Utility (Preharvest)
- 205 - Plant Management Systems
- 216 - Integrated Pest Management Systems
- 403 - Waste Disposal, Recycling, and Reuse
- 405 - Drainage and Irrigation Systems and Facilities
- 502 - New and Improved Food Products
- 603 - Market Economics

1. Outcome Target

Economic Impact of New Varieties Planted (Million $)

2. Outcome Type : Change in Action Outcome Measure

2008 :	2009 :	2010 :	2011 :	2012 :
1	1	1	1	1

3. Associated Knowledge Area(s)

- 102 - Soil, Plant, Water, Nutrient Relationships
- 111 - Conservation and Efficient Use of Water
- 112 - Watershed Protection and Management
- 204 - Plant Product Quality and Utility (Preharvest)
- 205 - Plant Management Systems
- 216 - Integrated Pest Management Systems
- 403 - Waste Disposal, Recycling, and Reuse
- 405 - Drainage and Irrigation Systems and Facilities
- 502 - New and Improved Food Products
- 603 - Market Economics

1. Outcome Target

Economic Value of New Crops Planted (Million $)

2. Outcome Type : Change in Knowledge Outcome Measure

2008 :	2009 :	2010 :	2011 :	2012 :
3	3	3	3	3

3. Associated Knowledge Area(s)

- 102 - Soil, Plant, Water, Nutrient Relationships
- 111 - Conservation and Efficient Use of Water
- 112 - Watershed Protection and Management

- 204 - Plant Product Quality and Utility (Preharvest)
- 205 - Plant Management Systems
- 216 - Integrated Pest Management Systems
- 403 - Waste Disposal, Recycling, and Reuse
- 405 - Drainage and Irrigation Systems and Facilities
- 502 - New and Improved Food Products
- 603 - Market Economics

1. Outcome Target

Improvement in Air, Soil and Water Parameters Resulting from Application of New Technologies (% Improvement)

2. Outcome Type : Change in Condition Outcome Measure

2008 :	**2009 :**	**2010 :**	**2011 :**	**2012 :**
6	7	8	8	8

3. Associated Knowledge Area(s)

- 102 - Soil, Plant, Water, Nutrient Relationships
- 111 - Conservation and Efficient Use of Water
- 112 - Watershed Protection and Management
- 403 - Waste Disposal, Recycling, and Reuse
- 405 - Drainage and Irrigation Systems and Facilities

1. Outcome Target

Sales Value (Million $) of New Value Added Products

2. Outcome Type : Change in Condition Outcome Measure

2008 :	**2009 :**	**2010 :**	**2011 :**	**2012 :**
10	10	10	10	10

3. Associated Knowledge Area(s)

- 102 - Soil, Plant, Water, Nutrient Relationships
- 111 - Conservation and Efficient Use of Water
- 112 - Watershed Protection and Management
- 204 - Plant Product Quality and Utility (Preharvest)
- 205 - Plant Management Systems
- 216 - Integrated Pest Management Systems
- 502 - New and Improved Food Products
- 603 - Market Economics

1. Outcome Target

Value of Information Received by Growers (Million $; Reported Value Based on Survey Results)

2. Outcome Type : Change in Condition Outcome Measure

2008 :	**2009 :**	**2010 :**	**2011 :**	**2012 :**
10	10	10	10	10

3. Associated Knowledge Area(s)

- 102 - Soil, Plant, Water, Nutrient Relationships

- 111 - Conservation and Efficient Use of Water
- 112 - Watershed Protection and Management
- 204 - Plant Product Quality and Utility (Preharvest)
- 205 - Plant Management Systems
- 216 - Integrated Pest Management Systems
- 403 - Waste Disposal, Recycling, and Reuse
- 405 - Drainage and Irrigation Systems and Facilities
- 502 - New and Improved Food Products
- 603 - Market Economics

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

These production systems are extremely vulnerable to regulatory, economic, and policy changes. Public opinion can also be very fickle driving consumers to or away from specific products. The factors identified above can either increase or reduce the effectiveness of programming.

V(K). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

- Case Study
- Comparisons between program participants (individuals,group,organizations) and non-participants
- Before-After (before and after program)

Description

Specific data collection methods will be appropriately designed for the survey method being used. Since a variety of surveys will be used the specifics are not discussed here.

2. Data Collection Methods

- Telephone
- Unstructured
- Case Study
- Mail

Description

Surveys will be conducted based upon OSU Institutional Review Board policies, procedures, and guidelines. For quantitative data, customized mail and follow up telephone surveys will be used. The number of persons sampled will be based upon the estimated degree of variation in the target population and the desired degree of resolution. For qualitative assessments, care will be taken to assure that case studies are representative of the larger population served by the programming.

V(A). Planned Program (Summary)

1. Name of the Planned Program

Ag: Livestock Based Production Systems

2. Brief summary about Planned Program

Dairy is in the top 5 largest commodities in Oregon with a farm gate value of $272 million. Dairy producers provide an important component of the economic base of several rural communities. Challenges include being competitive in the market place, maintaining profitability, management of waste products while preserving environmental quality. Beef cattle and calves have a farm gate value $429 million, the second largest commodity in Oregon. Other livestock add to the economic importance of this group. Ranches and feeding operations are the critical to the economy in much of Eastern Oregon. Challenges include being competitive in the world markets, maintaining profitability, assuring a safe high quality product, and management of waste products while preserving environmental quality. Pasture and forages are the backbone of the livestock production system. The value of hay is over $318 million and is the third largest commodity in Oregon but this does not include millions of dollars in value for the hay directly used on farms, and not sold. There are over 850,000 acres of cultivated/improved pasturelands in Oregon. Public rangelands provide an important contribution to the forage base for grazing in beef and sheep production. The uses of rangelands are often the subject of debate which includes concerns with the impact of grazing on the rangeland health and associated riparian areas. Education programs that promote proper use of public and private rangelands so that livestock production can be maintained at a sustainable level while accommodating range and riparian health can be a win – win for interested parties. In addition to the commodities in this plan, soil and water-watershed education plays a critical role in protecting natural resources. The educational process promotes improved understanding between groups with diverse values and regulators. These educational programs address industrial waste water and biosolid disposal, management of agricultural inputs, understanding soil capabilities and limitations, and methods for improvement of watershed health. Other challenges or opportunities include improvements in value added processing, utilizing science in establishment of public policy, being competitive in the market place, improving profitability and assuring a high quality products while protecting environmental quality.

3. Program existence : Mature (More then five years)

4. Program duration : Long-Term (More than five years)

5. Expending formula funds or state-matching funds : Yes

6. Expending other than formula funds or state-matching funds : Yes

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

- 102 10% Soil, Plant, Water, Nutrient Relationships
- 112 10% Watershed Protection and Management
- 121 20% Management of Range Resources
- 205 5% Plant Management Systems
- 303 5% Genetic Improvement of Animals
- 307 20% Animal Management Systems
- 308 5% Improved Animal Products (Before Harvest)
- 311 10% Animal Diseases
- 315 5% Animal Welfare/Well-Being and Protection
- 501 10% New and Improved Food Processing Technologies

V(C). Planned Program (Situation and Scope)

1. Situation and priorities

Many rural communities are highly dependent upon animal agriculture as the mainstay of their economy. This is most common in eastern Oregon where ranching is a common enterprise. Dairy plays an important role along the Columbia and on the coast. However, science based policy and regulation, value added processing, waste management, and grazing practices along waterways are issues of concern to many interest groups. Profitability is limited by low commodity prices, limited markets, imports, and high input costs which lead to a production and processing system that is not sustainable. Animal quality and health assurance issues include the tracking animals from ranch to consumers. Improvements in these issues will assist the animal

agricultural industry in maintaining it important contributions to the social infrastructure, economy, and environment.

2. Scope of the Program

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

V(D). Planned Program (Assumptions and Goals)

1. Assumptions made for the Program

Agriculture and natural resources will continue to be an important part of the economy of the rural and urban communities where these crops are produced or processed. As markets become more globalized there will still be profitable niche markets for the Oregon products. Governmental regulations may favor some enterprises. Government regulations will not impose such high costs for meeting regulations that producers will be able to continue to operate.

2. Ultimate goal(s) of this Program

To increase the utilization of economically and environmentally sustainable range, pasture, livestock, and watershed management practices, marketing techniques, and technologies in Oregon that will strengthen agricultural industries and communities.

V(E). Planned Program (Inputs)

1. Estimated Number of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
2008	30.0	0.0	0.0	0.0
2009	30.0	0.0	0.0	0.0
2010	30.0	0.0	0.0	0.0
2011	30.0	0.0	0.0	0.0
2012	30.0	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

A combination of activities (methods listed below) that are designed to meet the needs and opportunities of the communities of interest will be built upon the research base of the university.

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

Extension	
Direct Methods	Indirect Methods
• Demonstrations • Group Discussion • Workshop • One-on-One Intervention • Education Class	• Newsletters • Web sites

3. Description of targeted audience

Ranchers, dairy producers and animal product processors Agricultural infrastructure, suppliers and service providers State and federal agencies; regulatory and incentive based programs

V(G). Planned Program (Outputs)

1. 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
2008	76000	100000	1000	1000
2009	76000	100000	1000	1000
2010	76000	100000	1000	1000
2011	76000	100000	1000	1000
2012	76000	100000	1000	1000

2. (Standard Research Target) Number of Patents

Expected Patents

2008 :0 **2009 :**0 **2010 :** 0 **2011 :** 0 **2012 :** 0

3. Expected Peer Review Publications

Year	Research Target	Extension Target
2008	0	0
2009	0	0
2010	0	0
2011	0	0
2012	0	0

V(H). State Defined Outputs

1. Output Target

- Number of Education Classes Planned

  2008 :282 **2009 :**282 **2010 :** 282 **2011 :**282 **2012 :**282

- Number of Workshops Planned

  2008 :282 **2009 :**282 **2010 :** 282 **2011 :**282 **2012 :**282

- Number of Group Discussions Planned

  2008 :141 **2009 :**141 **2010 :** 141 **2011 :**141 **2012 :**141

- Number of One-On-One Interventions Planned

2008 :	2009 :	2010 :	2011 :	2012 :
1176	1176	1176	1176	1176

- Number of Demonstrations Planned

2008 :	2009 :	2010 :	2011 :	2012 :
71	71	71	71	71

- Web Sites Maintained

2008 :	2009 :	2010 :	2011 :	2012 :
3	3	3	3	3

- Newspaper Articles Planned

2008 :	2009 :	2010 :	2011 :	2012 :
94	94	94	94	94

V(I). State Defined Outcome

1. Outcome Target

Increased market value (Million $) created by application of new processes and animal products.

2. Outcome Type : Change in Condition Outcome Measure

2008 :	2009 :	2010 :	2011 :	2012 :
2	2	2	2	2

3. Associated Knowledge Area(s)

- 102 - Soil, Plant, Water, Nutrient Relationships
- 112 - Watershed Protection and Management
- 121 - Management of Range Resources
- 205 - Plant Management Systems
- 303 - Genetic Improvement of Animals
- 307 - Animal Management Systems
- 308 - Improved Animal Products (Before Harvest)
- 311 - Animal Diseases
- 315 - Animal Welfare/Well-Being and Protection
- 501 - New and Improved Food Processing Technologies

1. Outcome Target

Economic Value of Assistance From OSU Extension Service Professionals As Reported By Producers (Million $).

2. Outcome Type : Change in Condition Outcome Measure

2008 :	2009 :	2010 :	2011 :	2012 :
3	3	3	3	3

3. Associated Knowledge Area(s)

- 102 - Soil, Plant, Water, Nutrient Relationships
- 112 - Watershed Protection and Management
- 121 - Management of Range Resources
- 205 - Plant Management Systems
- 303 - Genetic Improvement of Animals
- 307 - Animal Management Systems

- 308 - Improved Animal Products (Before Harvest)
- 311 - Animal Diseases
- 315 - Animal Welfare/Well-Being and Protection
- 501 - New and Improved Food Processing Technologies

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

{NO DATA ENTERED}

V(K). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

- Before-After (before and after program)
- Case Study
- Comparisons between program participants (individuals,group,organizations) and non-participants

Description

Appropriate surveys will be conducted; industry trends and data on production practices in the industry will be monitored; input and equipment sales will be an indicator of adoption of some practices; case study measurements of soil and/or water quality will provide an indication of progress; producer surveys will also provide an indication of adoption of improved technologies.

2. Data Collection Methods

- Unstructured
- Case Study
- Observation
- Mail
- Telephone

Description

Surveys will be conducted based upon OSU Institutional Review Board policies, procedures, and guidelines. For quantitative data, customized mail and follow up telephone surveys will be used. The number of persons sampled will be based upon the estimated degree of variation in the target population and the desired degree of resolution. For qualitative assessments, care will be taken to assure that case studies are representative of the larger population served by the programming.

V(A). Planned Program (Summary)

1. Name of the Planned Program

Ag: Small Farms and "Natural" and Organic Production Systems

2. Brief summary about Planned Program

Over 50% of all farms in Oregon are less than 50 acres in size but still constitute an important contribution to the economy and represent an important group of people needing assistance with management of natural resources and new enterprises. Many small farmers use direct marketing methods such as farmer's markets which have increased in number from 18 to 68 statewide in the past 10 years. Organic and "natural" agricultural products represent a diverse and rapidly growing sector of the food market. Consumers are increasing aware of food safety and health concerns and often view organically produced foods as a healthy food choice. Numerous traditional farmers and ranchers are establishing new organic and "natural" production enterprises to capitalize on this new market opportunity. The opportunity for Extension to provide educational forums and conduct and interpret applied research results is significant. This effort will help producers solve production problems, increase profitability, and better manage the natural resource base.

3. Program existence : Mature (More then five years)

4. Program duration : Long-Term (More than five years)

5. Expending formula funds or state-matching funds : Yes

6. Expending other than formula funds or state-matching funds : Yes

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

- 101 5% Appraisal of Soil Resources
- 102 10% Soil, Plant, Water, Nutrient Relationships
- 112 10% Watershed Protection and Management
- 204 5% Plant Product Quality and Utility (Preharvest)
- 205 10% Plant Management Systems
- 216 10% Integrated Pest Management Systems
- 307 10% Animal Management Systems
- 308 10% Improved Animal Products (Before Harvest)
- 403 10% Waste Disposal, Recycling, and Reuse
- 604 20% Marketing and Distribution Practices

V(C). Planned Program (Situation and Scope)

1. Situation and priorities

Small farms and organic and natural production systems represent a large segment of the Agricultural community and a large diverse set of needs and interests. The largest opportunities for Extension educational programs to make a difference include targeting the reduction of nutrient and soil runoff; enhancing the long term viability of farmers markets; expanding the availability of economically viable technologies and production techniques or systems; and development of a variety of electronic information systems that provide immediate assistance and improve the face to face support when needed.

2. Scope of the Program

- In-State Extension
- Integrated Research and Extension

V(D). Planned Program (Assumptions and Goals)

1. Assumptions made for the Program

Agriculture and natural resources will continue to be an important part of the economy of the rural and urban communities where crops are produced and/or processed. Population pressures toward the rural urban fringe will stimulate the development of small and non-traditional production systems (organic and natural). Consumer concerns about what constitutes healthy food will continue to drive demand for local, organic, and natural food products. Globalization will expand the potential market for

non-traditionally produced products. Federal, state and local regulations may favor some enterprises and stimulate development of non-traditional production systems. Development and land-use regulation will not create an environment that in not conducive to local small-scale food production.

2. Ultimate goal(s) of this Program

Improve the economic and environmental sustainability of small and organic farms by employing appropriate technologies and production and marketing techniques.

V(E). Planned Program (Inputs)

1. Estimated Number of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
2008	9.5	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
2012	9.5	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

A combination of activities (methods listed below) that are designed to meet the needs and opportunities of the communities of interest will be built upon the research base of the university. These activities will be specifically designed to elicit learning, application of learning, and social, economic and environmental impacts on target populations.

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

Extension	
Direct Methods	Indirect Methods
• Workshop • Education Class • One-on-One Intervention • Group Discussion • Demonstrations	• Newsletters • Web sites

3. Description of targeted audience

1) Producers of naturally or organically produced crops and livestock products and/or small farms for either life-style, hobby, or commercial purposes. 2) Agricultural infrastructure, suppliers and service providers 3) State and federal agencies overseeing regulatory and incentive based programs

V(G). Planned Program (Outputs)

1. 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
2008	26000	100000	1000	1000
2009	26000	100000	1000	1000
2010	26000	100000	1000	1000
2011	26000	100000	1000	1000
2012	26000	100000	1000	1000

2. (Standard Research Target) Number of Patents

Expected Patents

2008 :0 **2009 :**0 **2010 :** 0 **2011 :** 0 **2012 :** 0

3. Expected Peer Review Publications

Year	Research Target	Extension Target
2008	0	0
2009	0	0
2010	0	0
2011	0	0
2012	0	0

V(H). State Defined Outputs

1. Output Target

- Number of Educational Classes Delivered

  2008 :150 **2009 :**150 **2010 :** 150 **2011 :**150 **2012 :**150

- Number of Workshops Delivered

  2008 :50 **2009 :**50 **2010 :** 50 **2011 :**50 **2012 :**50

- Number of Group Discussions

  2008 :20 **2009 :**20 **2010 :** 20 **2011 :**20 **2012 :**20

- Number of One-on-one Interventions

  2008 :1300 **2009 :**1300 **2010 :** 1300 **2011 :**1300 **2012 :**1300

- Number of Demonstrations

  2008 :34 **2009 :**34 **2010 :** 34 **2011 :**34 **2012 :**34

- Number of Web Sites Maintained

2008 :5 **2009 :**5 **2010 :** 5 **2011 :**5 **2012 :**5

- Number of Newspaper Articles Published

2008 :34 **2009 :**34 **2010 :** 34 **2011 :**34 **2012 :**34

V(I). State Defined Outcome

1. Outcome Target

Increase in number of farms that are using best management practices leading to reduced nutrient loading of surface water and soil erosion.

2. Outcome Type : Change in Action Outcome Measure

2008 :100 **2009 :** 100 **2010 :** 100 **2011 :**100 **2012 :** 100

3. Associated Knowledge Area(s)

- 101 - Appraisal of Soil Resources
- 102 - Soil, Plant, Water, Nutrient Relationships
- 112 - Watershed Protection and Management
- 216 - Integrated Pest Management Systems
- 307 - Animal Management Systems
- 403 - Waste Disposal, Recycling, and Reuse

1. Outcome Target

Increase in number of farmer's markets statewide.

2. Outcome Type : Change in Action Outcome Measure

2008 :5 **2009 :** 5 **2010 :** 5 **2011 :**5 **2012 :** 5

3. Associated Knowledge Area(s)

- 604 - Marketing and Distribution Practices

1. Outcome Target

% increase in gross sales at farmers' markets statewide.

2. Outcome Type : Change in Action Outcome Measure

2008 :5 **2009 :** 5 **2010 :** 5 **2011 :**5 **2012 :** 5

3. Associated Knowledge Area(s)

- 604 - Marketing and Distribution Practices

1. Outcome Target

Increased gross value of non-traditional crops produced in Oregon

2. Outcome Type : Change in Action Outcome Measure

2008 :5 **2009 :** 5 **2010 :** 5 **2011 :**5 **2012 :** 5

3. Associated Knowledge Area(s)

- 102 - Soil, Plant, Water, Nutrient Relationships
- 204 - Plant Product Quality and Utility (Preharvest)
- 216 - Integrated Pest Management Systems

- 308 - Improved Animal Products (Before Harvest)
- 604 - Marketing and Distribution Practices

1. Outcome Target

Number of farmers (x 1000) using OSU Extension Service information.

2. Outcome Type : Change in Knowledge Outcome Measure

2008 :5 **2009 :** 5 **2010 :** 5 **2011 :**5 **2012 :** 5

3. Associated Knowledge Area(s)

- 101 - Appraisal of Soil Resources
- 102 - Soil, Plant, Water, Nutrient Relationships
- 112 - Watershed Protection and Management
- 204 - Plant Product Quality and Utility (Preharvest)
- 205 - Plant Management Systems
- 216 - Integrated Pest Management Systems
- 307 - Animal Management Systems
- 308 - Improved Animal Products (Before Harvest)
- 403 - Waste Disposal, Recycling, and Reuse
- 604 - Marketing and Distribution Practices

1. Outcome Target

Economic value derived from application of new information and production methods by participating farmers (Million $).

2. Outcome Type : Change in Condition Outcome Measure

2008 :6 **2009 :** 6 **2010 :** 7 **2011 :**7 **2012 :** 7

3. Associated Knowledge Area(s)

- 101 - Appraisal of Soil Resources
- 102 - Soil, Plant, Water, Nutrient Relationships
- 112 - Watershed Protection and Management
- 204 - Plant Product Quality and Utility (Preharvest)
- 205 - Plant Management Systems
- 216 - Integrated Pest Management Systems
- 307 - Animal Management Systems
- 308 - Improved Animal Products (Before Harvest)
- 403 - Waste Disposal, Recycling, and Reuse
- 604 - Marketing and Distribution Practices

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

Small farms and alternative production systems are extremely vulnerable to regulatory, economic, and policy changes. Public opinion can also be very fickle driving consumers to or away from specific products. For example, outbreaks of food-borne illness resulting from produce purchased at a farmers' market could greatly impact future sales. The factors identified above can either increase or reduce the effectiveness of programming.

V(K). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

- Comparisons between program participants (individuals,group,organizations) and non-participants
- Case Study
- Before-After (before and after program)

Description

Appropriate surveys will be conducted; industry trends and data on production practices in the industry will be monitored; input and equipment sales will be an indicator of adoption of some practices; case study measurements of soil and water quality will provide an indication of progress; producer surveys will also provide an indication of adoption.

2. Data Collection Methods

- Case Study
- Mail
- Telephone
- Observation
- Unstructured

Description

Surveys will be conducted based upon OSU Institutional Review Board policies, procedures, and guidelines. For quantitative data, customized mail and follow up telephone surveys will be used. The number of persons sampled will be based upon the estimated degree of variation in the target population and the desired degree of resolution. For qualitative assessments, care will be taken to assure that case studies are representative of the larger population served by the programming.

V(A). Planned Program (Summary)

1. Name of the Planned Program

Financial Literacy

2. Brief summary about Planned Program

This program's primary aim is to increase the use of effective financial planning by individuals and families in Oregon, leading to a reduction of debt and an increase in savings. Program activities will include Extension teaching and translational research strategies that are targeted to identified audiences. The program incorporates collaboration with state agencies and local partners, as well as OSU's College of Health and Human Sciences and other units on the OSU campus.

3. Program existence : Intermediate (One to five years)

4. Program duration : Medium Term (One to five years)

5. Expending formula funds or state-matching funds : Yes

6. Expending other than formula funds or state-matching funds : Yes

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

- 801 100% Individual and Family Resource Management

V(C). Planned Program (Situation and Scope)

1. Situation and priorities

For many Oregon families, their level of economic security often hinges on their day-to-day decisions regarding spending, saving, and credit use. In 2002, there were 20,043 consumer bankruptcies filed in Oregon, and rates continue to stay high. Low wages and high housing costs have caused many of Oregon's working families to be in precarious financial conditions. In this situation, each financial decision can have immediate positive or negative impacts on the family's bottom line. Interactive programming to teach basic skills such as analyzing personal values, developing achievable goals, tracking spending, budgeting, using credit wisely, and repairing credit problems continues to be needed in all Oregon communities. The growing national problem of financial fraud and identity theft lends another dimension of urgency to this topic. For example, in 2004, there were 7,912 fraud and identity theft complaints lodged by Oregon consumers. Of those, 3,530 reported specific amounts of monetary loss, with a total loss of $2,793,274. Many more incidents of this type go unreported. This statistics speaks to the need for educational programs that focus on skills involving purchasing, personal financial management and consumer rights.

2. Scope of the Program

- In-State Extension
- Integrated Research and Extension

V(D). Planned Program (Assumptions and Goals)

1. Assumptions made for the Program

The need for Extension programs related to financial literacy will continue in Oregon. Agency collaborations will continue with public and private institutions. Extension program development will continue to draw on emerging knowledge, from the land grants and other locations, about best practices related to the promotion of financial literacy and economic security among Extension audiences.

2. Ultimate goal(s) of this Program

To improve the economic security of Oregon families by strengthening their capacities and skills in areas pertinent to financial literacy.

V(E). Planned Program (Inputs)

1. Estimated Number of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
2008	1.4	0.0	0.0	0.0
2009	1.4	0.0	0.0	0.0
2010	1.4	0.0	0.0	0.0
2011	1.4	0.0	0.0	0.0
2012	1.4	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

Stakeholder input will be acquired from various sources including agency partners, local housing authorities, and coalitions related to financial management such as county-level consumer credit counseling bureaus. Programs will be delivered based on the identification of critical audiences at local levels, working organizational partnerships, and input from OSU researchers. Target audiences will be identified and the most effective programming options will be identified and implemented.

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

Extension	
Direct Methods	Indirect Methods
• Workshop • Education Class	• Newsletters

3. Description of targeted audience

The target audience will consist of low-income and high-risk families, including parents, children, and seniors.

V(G). Planned Program (Outputs)

1. 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
2008	210	0	0	0
2009	210	0	0	0
2010	210	0	0	0
2011	210	0	0	0
2012	210	0	0	0

2. (Standard Research Target) Number of Patents

Expected Patents

2008 :0 **2009 :**0 **2010 :** 0 **2011 :** 0 **2012 :** 0

3. Expected Peer Review Publications

Year	Research Target	Extension Target
2008	0	0
2009	0	0
2010	0	0
2011	0	0
2012	0	0

V(H). State Defined Outputs

1. Output Target

- Educational Events and workshops to be Conducted

2008 :25 **2009 :**25 **2010 :** 25 **2011 :**25 **2012 :**25

- Newsletters to be Published

2008 :6 **2009 :**6 **2010 :** 6 **2011 :**6 **2012 :**6

V(I). State Defined Outcome

1. Outcome Target

Percentage of participants indicating increased knowledge and skill in financial planning.

2. Outcome Type : Change in Knowledge Outcome Measure

2008 :75 **2009 :** 75 **2010 :** 75 **2011 :**75 **2012 :** 75

3. Associated Knowledge Area(s)

- 801 - Individual and Family Resource Management

1. Outcome Target

Percentage of participants indicating application of acquired financial management practices.

2. Outcome Type : Change in Action Outcome Measure

2008 :50 **2009 :** 50 **2010 :** 50 **2011 :**50 **2012 :** 50

3. Associated Knowledge Area(s)

- 801 - Individual and Family Resource Management

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

- Competing Programatic Challenges
- Appropriations changes
- Government Regulations
- Economy
- Competing Public priorities
- Public Policy changes

Description

Changes in policies that impact the financial status of individuals in our target population may affect their ability to manage their finances.

V(K). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

- Retrospective (post program)
- Before-After (before and after program)

Description

Pre-post and retrospective pre-test methods will be used to determine changes in our participants knowledge and behaviors.

2. Data Collection Methods

- Structured
- Sampling
- On-Site

Description

Surveys will be conducted based upon OSU Institutional Review Board policies, procedures, and guidelines. For quantitative data, customized on-site surveys will be used. The number of persons sampled will be based upon the estimated degree of variation in the target population and the desired degree of resolution.

V(A). Planned Program (Summary)

1. Name of the Planned Program

Forestry: Enhancing the Competitiveness of Oregon's Forest Enterprises

2. Brief summary about Planned Program

Extension professionals will work with forest enterprises to help them become more profitable. This will create new markets for both private, including family-owned forests, and public forests that will not only lead to economic benefits but also to forest health benefits.

3. Program existence : Mature (More then five years)

4. Program duration : Long-Term (More than five years)

5. Expending formula funds or state-matching funds : Yes

6. Expending other than formula funds or state-matching funds : No

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

- 402 17% Engineering Systems and Equipment
- 511 31% New and Improved Non-Food Products and Processes
- 602 25% Business Management, Finance, and Taxation
- 604 12% Marketing and Distribution Practices
- 723 11% Hazards to Human Health and Safety
- 901 2% Program and Project Design, and Statistics
- 902 2% Administration of Projects and Programs

V(C). Planned Program (Situation and Scope)

1. Situation and priorities

Currently, the forest sector contributes $12.8 billion to Oregon's total industrial output, the largest contributor from the natural resource sectors. Natural resource enterprises are critical to both rural and urban economies, but expected growth in new businesses and employment in this sector will likely be in the value-added sector usually located near the markets in urban areas. Today, these wood processing industries provide 75,000 direct living-wage jobs and contribute $2.8 billion in wages. However, this growth is predicated on these industries having access to cutting edge technologies leading to efficient production of quality products. Timber harvests from private and family forests comprise an increasing percentage of OregonÂ's total annual timber harvest from all production sectors. Management of these resources requires not only knowledge of the natural resource but also effective business management strategies as well. For instance, taxation and other policies change and will continue to change over time. Extension provides assistance to family forest owners in keeping current with these changes. Additionally forest land owners often do not have access to markets for their timber and non-timber forest products. Extension programs help bring these individuals together to discover new markets for traditional and specialty woods. Competition from other countries with low wages, and less stringent or non-existent: forest practices laws, safety laws, and environmental laws make it difficult for Oregon businesses to compete. Additionally, competition from non-wood substitutes will increase even though wood is often the best economical and environmental choice. The competitiveness of this large and economically important sector will largely be determined by its ability to apply new technologies. The Land Grant University (OSU) and Extension has been key in developing and communicating new tools to make OregonÂ's forest industries grow and compete in this challenging environment.

2. Scope of the Program

- In-State Extension

V(D). Planned Program (Assumptions and Goals)

1. Assumptions made for the Program

Forest industries will remain economically very important for Oregon. Jobs will remain stable for the primary forest products industry and new jobs will be created in the value-added sector. Demand for both timber and non-timber products from private lands, including small family-owned lands, will remain at a high level or increase over the next decade. There will be pressures on

family-owned forestland owners to convert to non-forestry uses or to sell to Timberland Investment Management Organizations (TIMOs). It will be important to find new uses for small, often burned or diseased, timber to foster health in OregonÃ‚Â's public forests.

2. Ultimate goal(s) of this Program

Productivity and profitability of forest products industries and landowners will be enhanced by knowledge and information provided by the Extension Forestry Program.

V(E). Planned Program (Inputs)

1. Estimated Number of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
2008	6.2	0.0	0.0	0.0
2009	7.2	0.0	0.0	0.0
2010	7.2	0.0	0.0	0.0
2011	7.2	0.0	0.0	0.0
2012	7.2	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

Programs will be developed and delivered to increase the knowledge of the public and policy makers leading to improved policy development and implementation. Additionally, programs will teach business owners and forest landowners how to become more efficient and successful in meeting their objectives leading to enhanced sustainability, profitability, and quality of life by providing training and information leading to creation, maintenance, and retention of profitable value-added forest products industries. Productivity and safety of forestry and forest products company employees will be increased through appropriate training leading to retention of family wage jobs in the forestry sector. Forest health will be enhanced by discovering new uses for underutilized and poor quality fiber from the forest leading to more cost effective thinning and forest management practices.

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

Extension	
Direct Methods	Indirect Methods
• Group Discussion • Demonstrations • Education Class • Workshop	• Public Service Announcement • Newsletters • Web sites • TV Media Programs

3. Description of targeted audience

Public and private forest landowners, primary and value-added forest products companies, and to a lesser extent the public.

V(G). Planned Program (Outputs)

1. 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
2008	1500	15000	0	0
2009	1750	15000	0	0
2010	1750	15000	0	0
2011	1750	15000	0	0
2012	1750	17000	0	0

2. (Standard Research Target) Number of Patents

Expected Patents

2008 :0 **2009 :**0 **2010 :** 0 **2011 :**0 **2012 :**0

3. Expected Peer Review Publications

Year	Research Target	Extension Target
2008	0	0
2009	0	0
2010	0	0
2011	0	0
2012	0	0

V(H). State Defined Outputs

1. Output Target

- Number of educational classes

2008 :50 **2009 :**50 **2010 :** 50 **2011 :**50 **2012 :**50

- Number of workshops planned

2008 :20 **2009 :**20 **2010 :** 20 **2011 :**20 **2012 :**20

- Group discussions

2008 :10 **2009 :**10 **2010 :** 10 **2011 :**10 **2012 :**10

- Number of demonstrations

2008 :10 **2009 :**10 **2010 :** 10 **2011 :**10 **2012 :**10

- Number of public service announcements

2008 :24 **2009 :**24 **2010 :** 24 **2011 :**24 **2012 :**24

- Number of recurring newsletters published

2008 : 11 **2009 :** 11 **2010 :** 11 **2011 :** 11 **2012 :** 11

- Number of non-recurring TV and other mass media programs

2008 : 10 **2009 :** 10 **2010 :** 10 **2011 :** 10 **2012 :** 10

- Number of web sites maintained

2008 : 10 **2009 :** 10 **2010 :** 10 **2011 :** 10 **2012 :** 10

V(I). State Defined Outcome

1. Outcome Target

Change in number of jobs in the forest products sector as direct result of application of knowledge and technologies developed and diseminated through OSU.

2. Outcome Type : Change in Condition Outcome Measure

2008 : 400 **2009 :** 600 **2010 :** 800 **2011 :** 1000 **2012 :** 1000

3. Associated Knowledge Area(s)

- 402 - Engineering Systems and Equipment
- 511 - New and Improved Non-Food Products and Processes
- 602 - Business Management, Finance, and Taxation
- 604 - Marketing and Distribution Practices
- 901 - Program and Project Design, and Statistics
- 902 - Administration of Projects and Programs

1. Outcome Target

Percentage increase in value of shipments from forest products firms statewide as a result of application of appropriate technologies and information as a result of innovation and educational opportuniities provided by OSU.

2. Outcome Type : Change in Condition Outcome Measure

2008 : 5 **2009 :** 5 **2010 :** 5 **2011 :** 5 **2012 :** 5

3. Associated Knowledge Area(s)

- 402 - Engineering Systems and Equipment
- 511 - New and Improved Non-Food Products and Processes
- 602 - Business Management, Finance, and Taxation
- 604 - Marketing and Distribution Practices
- 901 - Program and Project Design, and Statistics

1. Outcome Target

Change in number of value-added forest products companies in Oregon resulting from innovation developed and communicated by the College of Forestry and the Oregon Wood Innovation Center.

2. Outcome Type : Change in Condition Outcome Measure

2008 : 5 **2009 :** 5 **2010 :** 5 **2011 :** 5 **2012 :** 5

3. Associated Knowledge Area(s)

- 402 - Engineering Systems and Equipment

- 511 - New and Improved Non-Food Products and Processes
- 602 - Business Management, Finance, and Taxation
- 604 - Marketing and Distribution Practices
- 723 - Hazards to Human Health and Safety
- 901 - Program and Project Design, and Statistics
- 902 - Administration of Projects and Programs

1. Outcome Target

Change in small diameter timber used by forest products companies in Oregon (million board feet) resulting from application of new technologies developed and/or taught by OSU and OSU Extension Service.

2. Outcome Type : Change in Condition Outcome Measure

2008 : 5 **2009 :** 5 **2010 :** 5 **2011 :** 5 **2012 :** 5

3. Associated Knowledge Area(s)

- 402 - Engineering Systems and Equipment
- 511 - New and Improved Non-Food Products and Processes
- 604 - Marketing and Distribution Practices
- 901 - Program and Project Design, and Statistics

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

Forest products firms are very sensitive to economic pressures created by global competition. In addition, any factor that affects supply of wood can signicantly alter the structure of these industries and the impacts of Extension programming. This includes public land policy, economic changes, and foreign competition.

V(K). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

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

Description

During and immediately after the event, degree of learning will be documented. Specific businesses will be used to document the degree of application and the economic impact of this application. This will then be extrapolated to other similar businesses.

2. Data Collection Methods

- Sampling
- Mail
- Case Study
- Telephone
- Structured

Description

Surveys will be conducted based upon OSU Institutional Review Board policies, proceedures, and guidelines. For quantitative data, customized mail and follow up telephone surveys will be used. The number of persons sampled will be based upon the estimated degree of variation in the target population and the desired degree of resolution. For qualitative assessments, care will be taken to assure that case studies are representative of the larger population served by the programming.

V(A). Planned Program (Summary)

1. Name of the Planned Program

Forestry: Public Engagement for Planning Oregon's Future

2. Brief summary about Planned Program

Extension professionals will identify needs and develop and deliver programs to address those needs leading to increased public awareness about the importance of natural resources management and natural resouce-based industries to the citizens of Oregon. Increased public awareness will in turn result in better decision-making resulting in improved public policies, elevated economic condition for Oregonians, development and enhancement of sustainable industries, reduced per capita use of resources, improved condition of the natural resource base, and lessened community conflict focused on natural resource issues.

3. Program existence : Mature (More then five years)

4. Program duration : Long-Term (More than five years)

5. Expending formula funds or state-matching funds : Yes

6. Expending other than formula funds or state-matching funds : Yes

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

- 610 30% Domestic Policy Analysis
- 801 25% Individual and Family Resource Management
- 803 30% Sociological and Technological Change Affecting Individuals, Families and Communities
- 806 10% Youth Development
- 901 3% Program and Project Design, and Statistics
- 902 2% Administration of Projects and Programs

V(C). Planned Program (Situation and Scope)

1. Situation and priorities

The US with approximately 5% of the world's population now consumes approximately 1/3 of the world's industrial wood. The trend in consumption of fiber and other consumables is not sustainable, and the public must become more efficient in the utization of products derived from the world's natural resource base. In Oregon, 30% of the population resides in metropolitan Portland and 73% of the state's population resides in urban areas across the state. These persons are often unaware or misinformed about the interdependence of the states economy on the utilization of natural resources. Because Oregon's public policy is often driven by a ballot-based referendum system, the voting public must have adequate and unbiased knowledge about natural resource-based issues and the critical thinking skills to make informed decisions.

2. Scope of the Program

- In-State Extension

V(D). Planned Program (Assumptions and Goals)

1. Assumptions made for the Program

The forestry sector is very important to Oregon's economy, but most Oregonians are buffered from this economic reality. Oregon's population is increasingly urban and typically relatively new to the Pacific Northwest. These consumers of forest products are increasingly disconnected from the realities of forest management and production systems. They also place a premium on recreational use and the aesthetics of Oregon's forests.

2. Ultimate goal(s) of this Program

Oregonians will better understand the ecology and management practices employed within the state's forests. Additionally, the Oregonians (including youth) will become better critical thinkers and possess the information necessary to make political decisions affecting natural resource-related issues.

V(E). Planned Program (Inputs)

1. Estimated Number of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
2008	3.1	0.0	0.0	0.0
2009	4.1	0.0	0.0	0.0
2010	4.1	0.0	0.0	0.0
2011	4.1	0.0	0.0	0.0
2012	4.1	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

Programs will be developed and delivered to the general public (including youth), civic leaders, and policy makers to increase knowledge and understanding about Oregon's complex forestry sector and its importance to the state's and region's economies.

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

Extension	
Direct Methods	Indirect Methods
• Workshop • Demonstrations • Education Class • Group Discussion	• TV Media Programs • Public Service Announcement • Newsletters • Web sites

3. Description of targeted audience

General public (including youth), civic leaders, environmental groups, policy makers.

V(G). Planned Program (Outputs)

1. 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
2008	5000	15000	2500	1500
2009	5000	15000	2500	1500
2010	6000	17500	3000	1500
2011	6000	17500	3000	1500
2012	6000	17500	3000	1500

2. (Standard Research Target) Number of Patents

Expected Patents

2008 :0 **2009 :**0 **2010 :** 0 **2011 :** 0 **2012 :** 0

3. Expected Peer Review Publications

Year	Research Target	Extension Target
2008	0	0
2009	0	0
2010	0	0
2011	0	0
2012	0	0

V(H). State Defined Outputs

1. Output Target

- Number of educational classes

  2008 :20 **2009 :**25 **2010 :** 25 **2011 :**25 **2012 :**25

- Number of workshops

  2008 :5 **2009 :**5 **2010 :** 5 **2011 :**5 **2012 :**5

- Number of group discussions

  2008 :10 **2009 :**15 **2010 :** 15 **2011 :**15 **2012 :**15

- Number of demonstrations

  2008 :10 **2009 :**10 **2010 :** 10 **2011 :**10 **2012 :**10

- Number of public service announcements

  2008 :20 **2009 :**25 **2010 :** 25 **2011 :**25 **2012 :**25

- Number of recurring newsletters published

  2008 :11 **2009 :**11 **2010 :** 11 **2011 :**11 **2012 :**11

- Number of non-recurring TV and other mass media programs

  2008 :20 **2009 :**25 **2010 :** 25 **2011 :**25 **2012 :**25

- Number of web sites maintained

  2008 :10 **2009 :**15 **2010 :** 15 **2011 :**15 **2012 :**15

V(I). State Defined Outcome

1. Outcome Target

Percentage increase in number of public issues-related events attended and time spent engaged in public issues by individuals that had attended OSU Extension Service programs.

2. Outcome Type : Change in Action Outcome Measure

2008 : 2	**2009 :** 3	**2010 :** 4	**2011 :** 5	**2012 :** 5

3. Associated Knowledge Area(s)

- 610 - Domestic Policy Analysis
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities
- 901 - Program and Project Design, and Statistics
- 902 - Administration of Projects and Programs

1. Outcome Target

Reduction in dollars spent (as a percentage of income) per household for consumables resulting from technologies and edcuational information provided by OSU Extension Service

2. Outcome Type : Change in Condition Outcome Measure

2008 : 2	**2009 :** 3	**2010 :** 3	**2011 :** 3	**2012 :** 3

3. Associated Knowledge Area(s)

- 801 - Individual and Family Resource Management
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities
- 806 - Youth Development

1. Outcome Target

Increase in the number of start-up businesses resulting from innovation and educational programming provided by the OSU Oregon Wood Innovation Center

2. Outcome Type : Change in Condition Outcome Measure

2008 : 2	**2009 :** 2	**2010 :** 4	**2011 :** 5	**2012 :** 5

3. Associated Knowledge Area(s)

- 801 - Individual and Family Resource Management
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities
- 901 - Program and Project Design, and Statistics
- 902 - Administration of Projects and Programs

1. Outcome Target

Change in percentage of persons exposed to OSU information that recycle.

2. Outcome Type : Change in Condition Outcome Measure

2008 : 2	**2009 :** 4	**2010 :** 4	**2011 :** 5	**2012 :** 5

3. Associated Knowledge Area(s)

- 610 - Domestic Policy Analysis
- 801 - Individual and Family Resource Management
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities
- 806 - Youth Development

- 901 - Program and Project Design, and Statistics
- 902 - Administration of Projects and Programs

1. Outcome Target

Percentage of participants that indicate experiencing less conflict related to natural resource issues.

2. Outcome Type : Change in Action Outcome Measure

2008 :	**2009 :**	**2010 :**	**2011 :**	**2012 :**
20	20	20	20	20

3. Associated Knowledge Area(s)

- 610 - Domestic Policy Analysis
- 801 - Individual and Family Resource Management
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities
- 806 - Youth Development
- 901 - Program and Project Design, and Statistics
- 902 - Administration of Projects and Programs

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

Policy-related issues are very dynamic and tend to be affected by public opinion that is in turn affected by external factors such as disasters, economic changes, etc. Programming must also be very flexible and dynamic to effectively deliver desired outcomes.

V(K). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

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

Description

During and after the event, degree of learning will be documented. Application will be documented by follow up surveys of participants. The impact of application will be assessed through case studies representing a sub-sample of those involved in programming.

2. Data Collection Methods

- Sampling
- Case Study
- Mail
- Telephone

Description

Surveys will be conducted based upon OSU Institutional Review Board policies, proceedures, and guidelines. For quantitative data, customized mail and follow up telephone surveys will be used. The number of persons sampled will be based upon the estimated degree of variation in the target population and the desired degree of resolution. For qualitative assessments, care will be taken to assure that case studies are representative of the larger population served by the programming.

V(A). Planned Program (Summary)

1. Name of the Planned Program

Forestry: Sustaining Natural Resources

2. Brief summary about Planned Program

Extension professionals will work with forest landowners to help them manage Oregon's natural resources in a sustainable way. Land stewards' knowledge about enhancing sustainable natural resources will lead to improved forest ecosystem health and improved economic benefits.

3. Program existence : Mature (More then five years)

4. Program duration : Long-Term (More than five years)

5. Expending formula funds or state-matching funds : Yes

6. Expending other than formula funds or state-matching funds : Yes

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

- 112 8% Watershed Protection and Management
- 122 10% Management and Control of Forest and Range Fires
- 123 80% Management and Sustainability of Forest Resources
- 901 1% Program and Project Design, and Statistics
- 902 1% Administration of Projects and Programs

V(C). Planned Program (Situation and Scope)

1. Situation and priorities

Forty-five percent or 28 million acres of Oregon's 62 million acres total land mass are classified as forestland. Additionally, 38 percent of this forest resource is privately owned. A total of 16% of the forest resource (42% of the privately owned forest land) is owned by non-industrial private landowners – often family-forest owners. Oregon’s privately owned forests produce most of OregonÂ’s commercial timber and are very important for sourcing many small to large forest products firms. Owners of small family forests do not usually have the education or training to understand how to manage their forests to meet their objectives. Many have recently acquired forest lands. Landowners need knowledge on how to manage their lands and ecosystems to meet their objectives. Proper land stewardship can reduce the rate at which land is converted from forests to other less sustainable practices; and protect the forest resource from insects and disease. Additionally, fire suppression has allowed the growth of unnaturally dense understory vegetation in Oregon's forests with 39% of these lands at high risk and about 45 percent are classified as moderate risk for intense fires. Encroachment of urban growth into forests has placed lives and structures in increasing danger from wildfire. Proper forest land management can reduce the risks associated with wildfire.

2. Scope of the Program

- In-State Extension

V(D). Planned Program (Assumptions and Goals)

1. Assumptions made for the Program

Many of Oregon’s family-owned forest families are preparing to change ownership to the next generation. Often, this younger owner does not have the same stewardship ethic. It is important to help this next generation of forest owners value and sustainably manage their lands. If this land ownership ethic cannot be maintained, more forest lands will be purchased by Timber Investment Management Organizations (TIMOS) or converted to non-forestry uses. Non-forest uses of previously forested lands can lead to other societal issues such as degradation in water quality, fish habitat and endangered species habitat

2. Ultimate goal(s) of this Program

As the direct result of Extension Forestry programming, forest landowners will better understand choices in managing their lands, be stimulated to make independent management decisions, and acquire diverse skills to accomplish their management objectives. This will lead to improved water quality and salmon habitat, and improved forest and ecosystem health and productivity.

V(E). Planned Program (Inputs)

1. Estimated Number of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
2008	7.8	0.0	0.0	0.0
2009	8.8	0.0	0.0	0.0
2010	8.8	0.0	0.0	0.0
2011	8.8	0.0	0.0	0.0
2012	8.8	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

Programs will be developed and delivered to increase the knowledge of forest landowners to become better stewards of their properties. They will be given the knowledge necessary to make informed choices to match their management objectives. Landowners will receive knowledge necessary for them to manage not only for timber production but also for an array of non-timber forest uses, many of the uses benefiting society as a whole – examples are water quality and improved aquatic habitat.

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

Extension	
Direct Methods	Indirect Methods
• Demonstrations • Group Discussion • Workshop • Education Class	• Newsletters • Web sites • Public Service Announcement • TV Media Programs

3. Description of targeted audience

Family-owned forest owners are the main audience. Public forest owners and Oregonians living in the rural-urban interface are secondary audiences.

V(G). Planned Program (Outputs)

1. 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
2008	6000	25000	0	0
2009	7000	26000	0	0
2010	7750	30000	0	0
2011	9000	35000	0	0
2012	9000	35000	0	0

2. (Standard Research Target) Number of Patents

Expected Patents

2008 :0 **2009 :**0 **2010 :** 0 **2011 :** 0 **2012 :** 0

3. Expected Peer Review Publications

Year	Research Target	Extension Target
2008	0	0
2009	0	0
2010	0	0
2011	0	0
2012	0	0

V(H). State Defined Outputs

1. Output Target

- Number of educational classes

2008 :250 **2009 :**290 **2010 :** 310 **2011 :**320 **2012 :**320

- Number of workshops planned

2008 :25 **2009 :**30 **2010 :** 35 **2011 :**40 **2012 :**40

- Number of group discussions planned

2008 :20 **2009 :**25 **2010 :** 25 **2011 :**25 **2012 :**25

- Number of demonstrations planned

2008 :25 **2009 :**30 **2010 :** 35 **2011 :**35 **2012 :**35

- Number of public service announcements planned

2008 :75 **2009 :**100 **2010 :** 100 **2011 :**100 **2012 :**100

- Number of recurring newsletters planned for publication

2008 :11 **2009 :**11 **2010 :** 12 **2011 :**12 **2012 :**12

- Number of non-recurring TV and other mass media programs planned

2008 :30 **2009 :**35 **2010 :** 40 **2011 :**40 **2012 :**40

- Number of web sites maintained

2008 :10 **2009 :**15 **2010 :** 15 **2011 :**15 **2012 :**15

V(I). State Defined Outcome

1. Outcome Target

Percentage increase in net profit from land owned and/or managed by participants (Base = 2005).

2. Outcome Type : Change in Condition Outcome Measure

2008 :	**2009 :**	**2010 :**	**2011 :**	**2012 :**
2	3	5	5	5

3. Associated Knowledge Area(s)

- 112 - Watershed Protection and Management
- 122 - Management and Control of Forest and Range Fires
- 123 - Management and Sustainability of Forest Resources
- 901 - Program and Project Design, and Statistics

1. Outcome Target

Change in family-owned forest acres under a systematic plan (base = 2005)

2. Outcome Type : Change in Action Outcome Measure

2008 :	**2009 :**	**2010 :**	**2011 :**	**2012 :**
15	25	35	35	35

3. Associated Knowledge Area(s)

- 112 - Watershed Protection and Management
- 122 - Management and Control of Forest and Range Fires
- 123 - Management and Sustainability of Forest Resources
- 901 - Program and Project Design, and Statistics

1. Outcome Target

Percentage reduction in number and severity of environmental catastrophes on private forest lands (as percentage of all acres in Oregon affected).

2. Outcome Type : Change in Condition Outcome Measure

2008 :	**2009 :**	**2010 :**	**2011 :**	**2012 :**
5	5	5	5	5

3. Associated Knowledge Area(s)

- 112 - Watershed Protection and Management
- 122 - Management and Control of Forest and Range Fires
- 123 - Management and Sustainability of Forest Resources
- 901 - Program and Project Design, and Statistics

1. Outcome Target

Percentage of landowners attending Extension Forestry programs that report acquiring new knowledge.

2. Outcome Type : Change in Action Outcome Measure

2008 :	**2009 :**	**2010 :**	**2011 :**	**2012 :**
90	90	90	90	90

3. Associated Knowledge Area(s)

- 112 - Watershed Protection and Management
- 122 - Management and Control of Forest and Range Fires
- 123 - Management and Sustainability of Forest Resources
- 901 - Program and Project Design, and Statistics

- 902 - Administration of Projects and Programs

1. Outcome Target

Percentage of landowners attending Extension Forestry programs that report using new knowledge.

2. Outcome Type : Change in Action Outcome Measure

2008 :	**2009 :**	**2010 :**	**2011 :**	**2012 :**
50	50	50	50	50

3. Associated Knowledge Area(s)

- 112 - Watershed Protection and Management
- 122 - Management and Control of Forest and Range Fires
- 123 - Management and Sustainability of Forest Resources
- 901 - Program and Project Design, and Statistics
- 902 - Administration of Projects and Programs

1. Outcome Target

Maximum change in ownership of private forest property as measured by number of acres statewide changing ownership class.

2. Outcome Type : Change in Knowledge Outcome Measure

2008 :	**2009 :**	**2010 :**	**2011 :**	**2012 :**
3	3	3	3	3

3. Associated Knowledge Area(s)

- 112 - Watershed Protection and Management
- 123 - Management and Sustainability of Forest Resources
- 901 - Program and Project Design, and Statistics
- 902 - Administration of Projects and Programs

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

Traditionally, land management practices have been affected by macro-economic forces such as international trade as well as federal, state and local rules and regulations. Additionally, because OSU is under fairly severe budgetary constraints, it is conceivable that budget reductions could force programatic change.

V(K). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

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

Description

During and immediately after events, degree of learning will be documented. Follow up surveys will be used to assess degree of application of knowledge. Case study of individual land owners/land holdings will be used to determine the impacts of application of knowledge provided by OSUES.

2. Data Collection Methods

- Mail
- Structured
- Sampling
- Case Study
- Telephone

Description

Surveys will be conducted based upon OSU Institutional Review Board policies, proceedures, and guidelines. For quantitative data, customized mail and follow up telephone surveys will be used. The number of persons sampled will be based upon the estimated degree of variation in the target population and the desired degree of resolution. For qualitative assessments, care will be taken to assure that case studies are representative of the larger population served by the programming.

V(A). Planned Program (Summary)

1. Name of the Planned Program

Healthy Aging

2. Brief summary about Planned Program

This program has several primary aims including to increase the independence and well-being of older individuals and their family caregivers, and well as to promote informed decision making that can lead to improved economic and health situations among families with aging adults. These aims will be pursued through Extension teaching and translational research strategies that are targeted to identified audiences. The program incorporates collaboration with state agencies and local partners, as well as OSU's College of Health and Human Sciences and other units on the OSU campus.

3. Program existence : Mature (More then five years)

4. Program duration : Long-Term (More than five years)

5. Expending formula funds or state-matching funds : Yes

6. Expending other than formula funds or state-matching funds : Yes

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

- 724 50% Healthy Lifestyle
- 802 50% Human Development and Family Well-Being

V(C). Planned Program (Situation and Scope)

1. Situation and priorities

The number of people in the United States over age 65 is forecast to more than double in the next quarter century, growing from 35 million to 72 million – or 20.7 percent of the U.S. population. In Oregon, the projections are even higher, as older adults will comprise more than 25% of the population by 2050. Some of Oregon's more rural counties are already characterized by 20-25% of their populations over 65 (Source: Center for Healthy Aging, OSU). The "graying" of Oregon means that Oregon State University Extension Service needs to deliver high quality professional programs in communities, reaching older adults, family caregivers, and professionals. This Extension FCD work area has an important role as the outreach arm of the newly funded OSU Center for Healthy Aging Research on campus. There has been a 41% increase in Oregon's over-65 population since the 2000 census, and Oregon is projected to be the state with the 4th highest proportion of older adults by 2025. Older adults are also expected to account for more than half of single-person households in Oregon, with the highest rates in rural areas. Recent reports indicate that these older adults can anticipate a substantially increased life expectancy, with 45% of older Americans projected to live to age 90. Yet few institutions in the state are planning for ways to deal with an aging population. Aging populations face multiple physical and mental health conditions, such as heart disease, diabetes, arthritis, depression, dementia, and osteoporosis. Currently 80% of the over 65 population has one chronic disease condition and 50% have two or more. Aging, chronically ill populations can benefit from the health promotion, disease prevention instructional materials and educational opportunities provided through Extension programs. New strategies and technologies will be important for connecting these older adults living alone to their family members and service providers. Strategies will also be needed to assist individuals with chronic conditions in becoming self-managers. Older adults and their families will need information that ranges from how to effectively communicate with health providers to the importance of nutrient-dense eating. Planning for health care, living situations, family relationships, and financial resources will require increased knowledge about aging processes to better inform healthy living.

2. Scope of the Program

- Integrated Research and Extension
- In-State Extension

V(D). Planned Program (Assumptions and Goals)

1. Assumptions made for the Program

The need for Extension programs related to healthy aging will continue in Oregon. The Extension Family and Community Development program will continue to partner with the Center for Healthy Aging Research at OSU. Collaborations will continue with state government, local institutions, and other organizations. Extension program development will continue to draw on emerging

knowledge, from the land grants and other locations, about best practices related to the promotion of health and well-being for older adults, and development of knowledge and skills among their family caregivers.

2. Ultimate goal(s) of this Program

To improve the physical and mental health of Oregon's older adults, and the well-being of their families, by strengthening their capacities to optimize healthy aging

V(E). Planned Program (Inputs)

1. Estimated Number of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
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
2012	3.0	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

Stakeholder input will be acquired from agency partners including Oregon Senior and Disabled Services in the Dept. of Human Services, the regional Area Agencies on Aging, Oregon AARP, and others. Programs will be delivered based on the identification of critical audiences at local levels, working organizational partnerships, and input from OSU researchers. Target audiences will be identified and the most effective programming options will be identified and implemented. Extension activities will be coordinated with the recently established Center for Healthy Aging Research on the OSU campus.

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

Extension	
Direct Methods	Indirect Methods
• Workshop • Demonstrations • Education Class	• TV Media Programs • Web sites • Public Service Announcement • Newsletters

3. Description of targeted audience

The target audience will consist of older adults living in Oregon (particularly those at some risk with regard to their health and well-being), family caregivers, and professionals.

V(G). Planned Program (Outputs)

1. 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
2008	1250	0	0	0
2009	1250	0	0	0
2010	1250	0	0	0
2011	1250	0	0	0
2012	1250	0	0	0

2. (Standard Research Target) Number of Patents

Expected Patents

2008 :0 **2009 :**0 **2010 :** 0 **2011 :**0 **2012 :**0

3. Expected Peer Review Publications

Year	Research Target	Extension Target
2008	0	0
2009	0	0
2010	0	0
2011	0	0
2012	0	0

V(H). State Defined Outputs

1. Output Target

- Educational Events, Workshops, and Demonstrations to be Conducted

  2008 :60 **2009 :**60 **2010 :** 60 **2011 :**60 **2012 :**60

- Public Service Announcements to be Delivered

  2008 :5 **2009 :**5 **2010 :** 5 **2011 :**5 **2012 :**5

- Newsletters to be Published

  2008 :12 **2009 :**12 **2010 :** 12 **2011 :**12 **2012 :**12

- TV and Media Programs to be Delivered

  2008 :3 **2009 :**3 **2010 :** 3 **2011 :**3 **2012 :**3

- Web Sites to be Developed and Maintained

  2008 :1 **2009 :**1 **2010 :** 1 **2011 :**1 **2012 :**1

V(I). State Defined Outcome

1. Outcome Target

Percentage of participants that indicate increased knowledge about healthy aging practices including diet, activity, medication management, health monitoring, and family relationships.

2. Outcome Type : Change in Knowledge Outcome Measure

2008 :	**2009 :**	**2010 :**	**2011 :**	**2012 :**
60	60	60	60	60

3. Associated Knowledge Area(s)

- 724 - Healthy Lifestyle
- 802 - Human Development and Family Well-Being

1. Outcome Target

Percentage of participating family health care providers that report informed decision-making related to older adults in their care.

2. Outcome Type : Change in Action Outcome Measure

2008 :	**2009 :**	**2010 :**	**2011 :**	**2012 :**
50	50	50	50	50

3. Associated Knowledge Area(s)

- 724 - Healthy Lifestyle
- 802 - Human Development and Family Well-Being

1. Outcome Target

Percentage of participants reporting improvement in their overall (age-adjusted) health status as a result of the program.

2. Outcome Type : Change in Condition Outcome Measure

2008 :	**2009 :**	**2010 :**	**2011 :**	**2012 :**
40	40	40	40	40

3. Associated Knowledge Area(s)

- 724 - Healthy Lifestyle
- 802 - Human Development and Family Well-Being

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

There are many societal factors that affect the well-being of older adults including social networks, access to health care and community supports. Any of these may influence the status of the target population and create challenges for our programs.

V(K). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

- Before-After (before and after program)
- Retrospective (post program)

Description

Pre test - post test and retrospective pre-test methods will be used to determine changes in participants knowledge, skills, behaviors and health status.

2. Data Collection Methods

- Structured
- Sampling
- On-Site

Description

Surveys will be conducted based upon OSU Institutional Review Board policies, procedures, and guidelines. For quantitative data, customized on-site surveys will be used. The number of persons sampled will be based upon the estimated degree of variation in the target population and the desired degree of resolution. For qualitative assessments, care will be taken to assure that case studies are representative of the larger population served by the programming.

V(A). Planned Program (Summary)

1. Name of the Planned Program

Healthy People, Healthy Communities

2. Brief summary about Planned Program

This program has several primary aims involving the health of Oregon individuals, families and communities, including (a) to improve health, reduce obesity, and reduce risk of chronic diseases through healthy eating combined with daily physical activity; (b) to reduce the incidence of foodborne illness in Oregon, and (c) to increase household and community food security. These aims will be pursued through Extension teaching and translational research strategies that are targeted to identified audiences. The program incorporates collaboration with state agencies and local partners, as well as OSU's College of Health and Human Sciences and other units on the OSU campus.

3. Program existence : Mature (More then five years)

4. Program duration : Long-Term (More than five years)

5. Expending formula funds or state-matching funds : Yes

6. Expending other than formula funds or state-matching funds : Yes

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

- 703 50% Nutrition Education and Behavior
- 704 25% Nutrition and Hunger in the Population
- 724 25% Healthy Lifestyle

V(C). Planned Program (Situation and Scope)

1. Situation and priorities

Poor nutrition and physical inactivity are linked to chronic illnesses such as obesity and diabetes. In 2003, 57% of adult Oregonians were obese or overweight (DHS, Behavioral Risk Factors Surveillance System, 2003); 23% of 8th graders were overweight or at risk of overweight (DHS, Oregon Healthy Teens Survey, 2003). Fifty percent of Oregon adults didnÂ't meet minimum physical activity recommendations (DHS, BRFSS, 2003). Only 1 in 4 Oregonians reported eating five or more servings of fruits and vegetables per day in 2003 (DHS, BRFSS, 2003). "Healthy, Active Oregon", a statewide public health nutrition and physical activity plan, promotes healthy eating combined with daily physical activity to improve health and reduce risk of chronic diseases (www.healthoregon.org/hpcdp/physicalactivityandnutrition/). Pregnant women, young children, older adults and other people with compromised immune systems are at risk for foodborne illness. Oregon FoodNet data show decreased incidence of illness caused by some pathogens (CDC, 2005). Food safety/preservation education continues to be of importance to maintain and extend these improvements. Oregon's high rate of hunger and food insecurity necessitate the availability of emergency and other food assistance programs for low-income families. Oregon hunger rates are significantly higher than the national average for three categories that aren't usually at risk: double income households, households without unemployed people, and two parent households with children.

2. Scope of the Program

- In-State Extension
- Integrated Research and Extension

V(D). Planned Program (Assumptions and Goals)

1. Assumptions made for the Program

The need for Extension programs related to nutrition, physical activity, food safety, and food security will continue in Oregon. Extension program activities will continue to be funded through a variety of funding sources, including federal grants as well as state funds. Agency partnerships will continue with state government, the Oregon Food Bank, and other institutions. Extension program development will continue to draw on emerging knowledge, from the land grants and other locations, about best practices related to the promotion of health among individuals, families, and communities.

2. Ultimate goal(s) of this Program

To improve health, reduce obesity, and reduce risk of chronic diseases through healthy eating combined with daily physical activity
To reduce the incidence of foodborne illness in Oregon
To increase household and community food security

V(E). Planned Program (Inputs)

1. Estimated Number of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
2008	16.5	0.0	0.0	0.0
2009	16.5	0.0	0.0	0.0
2010	16.5	0.0	0.0	0.0
2011	16.5	0.0	0.0	0.0
2012	16.5	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

Stakeholder input will be acquired from numerous of sources, including state government agencies, the Oregon Food Bank, local funders, consumers, food policy councils, health care provider organizations, and other organizations and consortia. Programs will be delivered based on several factors, including the identification of critical audiences at local levels, working organizational partnerships, and input from OSU researchers. Target audiences will be identified and the most effective programming options will be identified and implemented.

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

Extension	
Direct Methods	Indirect Methods
• Education Class • Demonstrations • Workshop	• Newsletters • Web sites

3. Description of targeted audience

The target audience will consist of low-income and high-risk families, including parents, children, and seniors.

V(G). Planned Program (Outputs)

1. 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
2008	11000	85000	95000	5500
2009	11000	85000	95000	5500
2010	11000	85000	95000	5500
2011	11000	85000	95000	5500
2012	11000	85000	95000	5500

2. (Standard Research Target) Number of Patents

Expected Patents

2008 :0 **2009 :**0 **2010 :** 0 **2011 :** 0 **2012 :** 0

3. Expected Peer Review Publications

Year	Research Target	Extension Target
2008	0	0
2009	0	0
2010	0	0
2011	0	0
2012	0	0

V(H). State Defined Outputs

1. Output Target

- Educational Events and Workshops to be Delivered

  2008 :300 **2009 :**330 **2010 :** 330 **2011 :**330 **2012 :**330

- Demonstrations to be Conducted

  2008 :330 **2009 :**330 **2010 :** 330 **2011 :**330 **2012 :**330

- Newsletters to be Published

  2008 :100 **2009 :**100 **2010 :** 100 **2011 :**100 **2012 :**100

- Web Sites to be Developed/Maintained

  2008 :3 **2009 :**3 **2010 :** 3 **2011 :**3 **2012 :**3

V(I). State Defined Outcome

1. Outcome Target

Percentage of participants that will indicate positive change related to nutritional content of food purchases for their family.

2. Outcome Type : Change in Action Outcome Measure

2008 :	**2009 :**	**2010 :**	**2011 :**	**2012 :**
60	60	60	60	60

3. Associated Knowledge Area(s)

- 703 - Nutrition Education and Behavior
- 704 - Nutrition and Hunger in the Population
- 724 - Healthy Lifestyle

1. Outcome Target

Percentage of participants that report improved food resource management (meal planning and food budgeting).

2. Outcome Type : Change in Action Outcome Measure

2008 :	**2009 :**	**2010 :**	**2011 :**	**2012 :**
70	70	70	70	70

3. Associated Knowledge Area(s)

- 703 - Nutrition Education and Behavior
- 704 - Nutrition and Hunger in the Population

1. Outcome Target

Percentage of participants that report improved food safety practices such as preparation, thawing and storing procedures.

2. Outcome Type : Change in Action Outcome Measure

2008 :	**2009 :**	**2010 :**	**2011 :**	**2012 :**
60	60	60	60	60

3. Associated Knowledge Area(s)

- 703 - Nutrition Education and Behavior

1. Outcome Target

Percentage of participating families that will report increased physical activity among their children.

2. Outcome Type : Change in Action Outcome Measure

2008 :	**2009 :**	**2010 :**	**2011 :**	**2012 :**
50	50	50	50	50

3. Associated Knowledge Area(s)

- 724 - Healthy Lifestyle

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

Because of the blending of funding that supports the nutrition education programming at OSU, changes in policy or appropriation of funds can greatly impact our ability to deliver programming. Additionally, any factors that impact food assistance delivery to lower income populations will affect their abilities to respond to training. As new target audiences are introduced to our programs, rates of success may be impacted. It is necessary to develop culturally appropriate approaches when new audiences are engaged.

V(K). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

- Retrospective (post program)
- Before-After (before and after program)

Description

Annual performance monitoring data will be collected from participating counties to develop aggregate measures of program participants who have gained knowledge related to diet or physical activity.

2. Data Collection Methods

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

Description

Surveys will be conducted based upon OSU Institutional Review Board policies, procedures, and guidelines. For quantitative data, customized on-site surveys will be used. The number of persons sampled will be based upon the estimated degree of variation in the target population and the desired degree of resolution. For qualitative assessments, care will be taken to assure that case studies are representative of the larger population served by the programming.

V(A). Planned Program (Summary)

1. Name of the Planned Program

Sea Grant: Water Protection and Management

2. Brief summary about Planned Program

The purpose of the planned program is to educate decision-makers, professionals, and the public about the importance of coastal and coastal-influenced watersheds and to stimulate adoption of habitat restoration and enhancement practices leading to protection, maintenance and restoration of watersheds.

3. Program existence : Mature (More then five years)

4. Program duration : Long-Term (More than five years)

5. Expending formula funds or state-matching funds : Yes

6. Expending other than formula funds or state-matching funds : Yes

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

- 112 100% Watershed Protection and Management

V(C). Planned Program (Situation and Scope)

1. Situation and priorities

There is a critical need to protect and restore endangered species, restore the functions and values of watershed resources for fish, water conservation, and other values, protect against non-point source pollution (particularly in urban areas), and prevent, reduce, or eliminate the threat to native wildlife and coastal economies of invasive aquatic nuisance species. These watershed issues, unless addressed, can cause significant social dislocation and strife throughout our society and threaten land- and water-based industries, local communities, water providers, and the stateÂ's general resources, with millions of dollars of revenue lost, and may undermine the state's ability to provide sustainable, viable economies of interest or place.

2. Scope of the Program

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

V(D). Planned Program (Assumptions and Goals)

1. Assumptions made for the Program

Communities will adopt socially acceptable and ecologically and economically sustainable practices for protecting and managing watersheds and the values they provide. Communities will adopt socially acceptable and ecologically and economically sustainable practices for managing storm runoff and non-point source pollution Introductions and impacts of invasive species will be reduced Youths become catalysts for watershed stewardship

2. Ultimate goal(s) of this Program

Productivity and sustainability of natural systems and communities will be enhanced by knowledge and information provided by the Watershed Education Program.

V(E). Planned Program (Inputs)

1. Estimated Number of professional FTE/SYs to be budgeted for this Program

Year	Extension		Research	
	1862	1890	1862	1890
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
2012	3.0	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

We will work with officials and residents on programs and policies that lead to: a) more effective watershed management, b) stormwater and non-point source pollution mitigation, c) enhancement of local basins, d) sustainability of fish and wildlife populations and the ecosystems they reside in and e) awareness, prevention and control of aquatic invasive species. These activities that will promote adoption of watershed-friendly management practices by individuals, watershed councils, governments and non-governmental organizations. Dedicated effort to involve youth in educational programs leading to change in behavior and application of appropriate practices. Work with the Invasive Species Council will be used to assess the effectiveness of programming in increasing awareness, preventing, controlling and eliminating invasive species.

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

Extension	
Direct Methods	Indirect Methods
• Education Class • Workshop • Demonstrations	• Newsletters • Web sites

3. Description of targeted audience

Watershed council members, educators, watershed-affiliated agencies, landowners, watershed recreationists, and other interested groups or individuals through leadership development, community involvement

V(G). Planned Program (Outputs)

1. 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
2008	500	1500	0	0
2009	500	1500	0	0
2010	500	1500	0	0
2011	500	1500	0	0
2012	500	1500	0	0

2. (Standard Research Target) Number of Patents

Expected Patents

2008 :0 **2009 :**0 **2010 :** 0 **2011 :**0 **2012 :**0

3. Expected Peer Review Publications

Year	Research Target	Extension Target
2008	0	0
2009	0	0
2010	0	0
2011	0	0
2012	0	0

V(H). State Defined Outputs

1. Output Target

- Number of Educational Classes to be Conducted

2008 :10 **2009 :**10 **2010 :** 10 **2011 :**10 **2012 :**10

- Number of Workshops to be Conducted

2008 :5 **2009 :**5 **2010 :** 5 **2011 :**5 **2012 :**5

- Number of Group Discussions to be Conducted

2008 :2 **2009 :**2 **2010 :** 2 **2011 :**2 **2012 :**2

- Number of Demonstrations to be Conducted

2008 :1 **2009 :**1 **2010 :** 1 **2011 :**1 **2012 :**1

- Number of Newsletters to be Published

2008 :2 **2009 :**2 **2010 :** 2 **2011 :**2 **2012 :**2

- Number of Web Sites to be Developed and Maintained

2008 :1 **2009 :**1 **2010 :** 1 **2011 :**1 **2012 :**1

V(I). State Defined Outcome

1. Outcome Target

Number of local program/policy changes leading to improved watershed health, invasive species management, or enhancement of local basins.

2. Outcome Type : Change in Action Outcome Measure

2008 :5 **2009 :** 5 **2010 :** 5 **2011 :**5 **2012 :** 5

3. Associated Knowledge Area(s)

- 112 - Watershed Protection and Management

1. Outcome Target

Watershed-friendly practices employed by individuals, watershed councils, governments and NGOs adopted as a result of OSU programming.

2. Outcome Type : Change in Action Outcome Measure

2008 :	**2009 :**	**2010 :**	**2011 :**	**2012 :**
25	25	25	25	25

3. Associated Knowledge Area(s)

- 112 - Watershed Protection and Management

1. Outcome Target

Number of youth participating in educational programming and watershed-friendly projects.

2. Outcome Type : Change in Knowledge Outcome Measure

2008 :	**2009 :**	**2010 :**	**2011 :**	**2012 :**
200	200	200	200	200

3. Associated Knowledge Area(s)

- 112 - Watershed Protection and Management

1. Outcome Target

% increase in reporting of invasive species as a result of OSU programming.

2. Outcome Type : Change in Action Outcome Measure

2008 :	**2009 :**	**2010 :**	**2011 :**	**2012 :**
5	10	10	15	15

3. Associated Knowledge Area(s)

- 112 - Watershed Protection and Management

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

Waterhed management practices are largely determined by local, state and federal regulations. Changes in these regulations may enhance or retard efforts and progress. Application of watershed enhancement practices is also affected by available pubic funding. Therefore progress can be enhanced or restricted by available funding. Development of coastal regions often pits economic interests against environmental interests. This can affect public sentiment and direct policy and development and implementation of regulations.

V(K). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

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

Description

Appropriate surveys will be conducted; organizational and individual trends and data on management practices will be monitored; case study measurements of watershed health will provide an indication of progress.

2. Data Collection Methods

- Unstructured
- Mail
- Sampling
- Case Study
- Telephone

Description

Surveys will be conducted based upon OSU Institutional Review Board policies, proceedures, and guidelines. For quantitative data, customized mail and follow up telephone surveys will be used. The number of persons sampled will be based upon the estimated degree of variation in the target population and the desired degree of resolution. For qualitative assessments, care will be taken to assure that case studies are representative of the larger population served by the programming.