

# 2009 Oregon State University Extension Plan of Work

**Status: Accepted**  
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## 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-Provost for University Outreach and Engagement. 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 2009-2013 Plan of Work reflects our ongoing commitment to the vision, values, and goals of Oregon State University Extension. Having completed just 18 months of the new rolling plan of work, the updates for 2009-2013 are minimal, with some refinement of planned programs for 4-H Youth Development. The new on-line planning and reporting system (SOARS) was fully implemented at the end of 2007, and will allow us to collect specific data related to FTEs for planned programs, program outputs and outcomes, publications, and patents for 2008 and beyond. We anticipate that SOARS will greatly improve our ability to modify and update Oregon's federal plan of work more accurately with each passing year.

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

Year	Extension		Research	
	1862	1890	1862	1890
2009	217.0	0.0	0.0	0.0
2010	217.0	0.0	0.0	0.0
2011	217.0	0.0	0.0	0.0
2012	217.0	0.0	0.0	0.0
2013	217.0	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 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 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)?**

Under-served 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 2007 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
- Targeted invitation to traditional stakeholder groups
- Targeted invitation to non-traditional stakeholder groups
- Targeted invitation to traditional stakeholder individuals
- Targeted invitation to non-traditional stakeholder individuals
- Survey of traditional stakeholder groups
- Survey of traditional stakeholder individuals
- Survey of the general public
- Survey of selected individuals from the general public

#### Brief explanation.

Input is solicited through a statewide advisory network that directly advises the Vice Provost for Outreach and Engagement 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 business and industry. The committee meets 1-2 times per year for two days. Additionally, the committee is connected with the Vice Provost's 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 the Portland Metro region 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 provides 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 Advisory Committees
- Use External Focus Groups
- Use Internal Focus Groups
- Other (Web searches of potential participants, Extension Director's Blog, New Extension Demographer, Visioning Project :)
- Open Listening Sessions
- Needs Assessments
- Use Surveys

**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, interpret, 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. In 2007 we collaborated with WSU and their Center for Bridging the Digital Divide in a visioning project that helped define the possibilities for OSU in the 2017. This project, a series of in-depth interviews with key stakeholders, yielded both formative and summative data for planning purposes. Time in 2007 and 2008 was also devoted to strategic planning as OSU Extension aligned with Extended Campus for creating the Division for Outreach and Engagement and emphasized the third mission of the university, engagement, as an equal partner with learning and discovery.

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

**Brief explanation**

See response 2(A).

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

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

S. NO.	PROGRAM NAME
1	Forestry: Enhancing the Competitiveness of Oregon's Forest Enterprises
2	Forestry: Public Engagement for Planning Oregon's Future
3	Forestry: Sustaining Natural Resources
4	4-H Adult and Youth Leadership Development
5	4-H Environmental Stewardship
6	4-H Nutrition and Health
7	4-H Science, Technology, and Engineering
8	Ag: Small Farms and 'Natural' and Organic Production Systems
9	4-H Outreach to New and Underserved Audiences
10	Ag: Dryland Cropping Systems
11	Ag: Livestock Based Production Systems
12	Ag: High Rainfall and Irrigated Cropping Systems
13	Healthy People, Healthy Communities
14	Healthy Aging
15	Financial Literacy
16	Sea Grant: Water Protection and Management
17	4-H Positive Youth Development

**V(A). Planned Program (Summary)**

**Program #1**

**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 than 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**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
402	Engineering Systems and Equipment	17%			
511	New and Improved Non-Food Products and Processes	31%			
602	Business Management, Finance, and Taxation	25%			
604	Marketing and Distribution Practices	12%			
723	Hazards to Human Health and Safety	11%			
901	Program and Project Design, and Statistics	2%			
902	Administration of Projects and Programs	2%			
	<b>Total</b>	100%			

**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 Oregon'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 Oregon'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 Oregon'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
2009	4.7	0.0	0.0	0.0
2010	4.7	0.0	0.0	0.0
2011	4.7	0.0	0.0	0.0
2012	4.7	0.0	0.0	0.0
2013	4.7	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
<ul style="list-style-type: none"> <li>● Education Class</li> <li>● Workshop</li> <li>● Demonstrations</li> <li>● Group Discussion</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Newsletters</li> <li>● Web sites</li> <li>● TV Media Programs</li> </ul>

**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
2009	1500	12000	0	0
2010	1500	12000	0	0
2011	1500	12000	0	0
2012	1500	12000	0	0
2013	1500	12000	0	0

**2. (Standard Research Target) Number of Patent Applications Submitted**

**Expected Patent Applications**

2009 :0                      2010 :0                      2011 :0                      2012 :0                      2013 :0

**3. Expected Peer Review Publications**

Year	Research Target	Extension Target	Total
2009	0	0	0
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0

**V(H). State Defined Outputs**

**1. Output Target**

- Number of educational classes

2009 50                      2010 50                      2011 :50                      2012 50                      2013 50

- Number of workshops planned

<b>2009</b> :20	<b>2010</b> :20	<b>2011</b> :20	<b>2012</b> :20	<b>2013</b> :20
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- Group discussions

<b>2009</b> :10	<b>2010</b> :10	<b>2011</b> :10	<b>2012</b> :10	<b>2013</b> :10
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- Number of demonstrations

<b>2009</b> :10	<b>2010</b> :10	<b>2011</b> :10	<b>2012</b> :10	<b>2013</b> :10
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- Number of public service announcements

<b>2009</b> :14	<b>2010</b> :14	<b>2011</b> :14	<b>2012</b> :14	<b>2013</b> :14
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- Number of recurring newsletters published

<b>2009</b> :11	<b>2010</b> :11	<b>2011</b> :11	<b>2012</b> :11	<b>2013</b> :11
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- Number of non-recurring TV and other mass media programs

<b>2009</b> :10	<b>2010</b> :10	<b>2011</b> :10	<b>2012</b> :10	<b>2013</b> :10
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- Number of web sites maintained

<b>2009</b> :10	<b>2010</b> :10	<b>2011</b> :10	<b>2012</b> :10	<b>2013</b> :10
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**V(I). State Defined Outcome**

<b>O. No</b>	<b>Outcome Name</b>
1	Change in number of jobs in the forest products sector as direct result of application of knowledge and technologies developed and disseminated through OSU.
2	Percentage increase in value of shipments from forest products firms statewide as a result of application of appropriate technologies and information provided by OSU Extension through innovation and educational programs.
3	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.
4	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.

**Outcome #1**

**1. Outcome Target**

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

**2. Outcome Type :** Change in Condition Outcome Measure

**2009** #400                      **2010** : 400                      **2011** : 400                      **2012** #400                      **2013** :400

**3. Associated Institute Type(s)**

•1862 Extension

**4. 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

**Outcome #2**

**1. Outcome Target**

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

**2. Outcome Type :** Change in Condition Outcome Measure

**2009** 5                      **2010** : 5                      **2011** : 5                      **2012** 5                      **2013** :5

**3. Associated Institute Type(s)**

•1862 Extension

**4. 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

**Outcome #3**

**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

**2009** 5                      **2010** : 5                      **2011** : 5                      **2012** 5                      **2013** :5

**3. Associated Institute Type(s)**

•1862 Extension

**4. 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

**Outcome #4**

**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

<b>2009</b> 5	<b>2010</b> : 5	<b>2011</b> : 5	<b>2012</b> 5	<b>2013</b> :5
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**3. Associated Institute Type(s)**

- 1862 Extension

**4. 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**

- Natural Disasters (drought,weather extremes,etc.)
- Government Regulations
- Competing Programmatic Challenges
- Appropriations changes
- Economy
- 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 significantly 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)
- During (during program)
- Before-After (before and after program)
- Case Study

**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

- Telephone
- Structured
- Sampling
- Mail
- Case Study

### 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)**

**Program #2**

**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 resource-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 than 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**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
610	Domestic Policy Analysis	30%			
801	Individual and Family Resource Management	25%			
803	Sociological and Technological Change Affecting Individuals, Families and Communities	30%			
806	Youth Development	10%			
901	Program and Project Design, and Statistics	3%			
902	Administration of Projects and Programs	2%			
	<b>Total</b>	100%			

**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 utilization 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, 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
2009	2.3	0.0	0.0	0.0
2010	2.3	0.0	0.0	0.0
2011	2.3	0.0	0.0	0.0
2012	2.3	0.0	0.0	0.0
2013	2.3	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
<ul style="list-style-type: none"> <li>● Education Class</li> <li>● Demonstrations</li> <li>● Workshop</li> <li>● Group Discussion</li> </ul>	<ul style="list-style-type: none"> <li>● Web sites</li> <li>● TV Media Programs</li> <li>● Public Service Announcement</li> <li>● Newsletters</li> </ul>

**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
2009	4000	14000	1500	1500
2010	5000	16500	2000	1500
2011	5000	16500	2000	1500
2012	6000	17500	3000	1500
2013	6000	17500	3000	1500

**2. (Standard Research Target) Number of Patent Applications Submitted**

**Expected Patent Applications**

2009 :0                      2010 :0                      2011 :0                      2012 :0                      2013 :0

**3. Expected Peer Review Publications**

Year	Research Target	Extension Target	Total
2009	0	0	0
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0

**V(H). State Defined Outputs**

**1. Output Target**

- Number of educational classes

2009 :20                      2010 :20                      2011 :20                      2012 :20                      2013 :20

- Number of workshops

2009 :5                      2010 :5                      2011 :5                      2012 :5                      2013 :5

- Number of group discussions

2009 :10                      2010 :10                      2011 :10                      2012 :10                      2013 :10

- Number of demonstrations

2009 :10                      2010 :10                      2011 :10                      2012 :10                      2013 :10

- Number of public service announcements

	2009 :20	2010 :20	2011 :20	2012 :20	2013 :20
● Number of recurring newsletters published					
	2009 :11	2010 :11	2011 :11	2012 :11	2013 :11
● Number of non-recurring TV and other mass media programs					
	2009 :20	2010 :20	2011 :20	2012 :20	2013 :20
● Number of web sites maintained					
	2009 :10	2010 :10	2011 :10	2012 :10	2013 :10

**V(I). State Defined Outcome**

<b>O. No</b>	<b>Outcome Name</b>
1	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	Reduction in dollars spent (as a percentage of income) per household for consumables resulting from technologies and educational information provided by OSU Extension Service
3	Increase in the number of start-up businesses resulting from innovation and educational programming provided by the OSU Oregon Wood Innovation Center
4	Change in percentage of persons exposed to OSU information that recycle.
5	Percentage of participants that indicate experiencing less conflict related to natural resource issues.

**Outcome #1**

**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

**2009** 3                      **2010** : 4                      **2011** : 5                      **2012** 5                      **2013** :5

**3. Associated Institute Type(s)**

•1862 Extension

**4. 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

**Outcome #2**

**1. Outcome Target**

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

**2. Outcome Type :** Change in Condition Outcome Measure

**2009** 3                      **2010** : 3                      **2011** : 3                      **2012** 3                      **2013** :3

**3. Associated Institute Type(s)**

•1862 Extension

**4. Associated Knowledge Area(s)**

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

**Outcome #3**

**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

**2009** 2                      **2010** : 4                      **2011** : 5                      **2012** 5                      **2013** :5

**3. Associated Institute Type(s)**

•1862 Extension

**4. 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

**Outcome #4**

**1. Outcome Target**

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

**2. Outcome Type :** Change in Condition Outcome Measure

**2009 :** 4                      **2010 :** 4                      **2011 :** 5                      **2012 :** 5                      **2013 :** 5

**3. Associated Institute Type(s)**

•1862 Extension

**4. 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

**Outcome #5**

**1. Outcome Target**

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

**2. Outcome Type :** Change in Action Outcome Measure

**2009 :** 20                      **2010 :** 20                      **2011 :** 20                      **2012 :** 20                      **2013 :** 20

**3. Associated Institute Type(s)**

•1862 Extension

**4. 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**

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

**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**

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

**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**

- Case Study
- Mail
- Telephone
- Sampling

**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)**

**Program #3**

**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 than 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**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
112	Watershed Protection and Management	8%			
122	Management and Control of Forest and Range Fires	10%			
123	Management and Sustainability of Forest Resources	80%			
901	Program and Project Design, and Statistics	1%			
902	Administration of Projects and Programs	1%			
	<b>Total</b>	100%			

**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 Oregon'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% 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
2009	7.8	0.0	0.0	0.0
2010	8.0	0.0	0.0	0.0
2011	8.0	0.0	0.0	0.0
2012	8.8	0.0	0.0	0.0
2013	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
<ul style="list-style-type: none"> <li>● Group Discussion</li> <li>● Education Class</li> <li>● Workshop</li> <li>● Demonstrations</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● TV Media Programs</li> <li>● Newsletters</li> <li>● Web sites</li> </ul>



**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
2009	7000	26000	0	0
2010	7750	30000	0	0
2011	8500	30000	0	0
2012	9000	35000	0	0
2013	9000	30000	0	0

**2. (Standard Research Target) Number of Patent Applications Submitted**

**Expected Patent Applications**

**2009 :0                      2010 :0                      2011 :0                      2012 :0                      2013 :0**

**3. Expected Peer Review Publications**

Year	Research Target	Extension Target	Total
2009	0	0	0
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0

**V(H). State Defined Outputs**

**1. Output Target**

- Number of educational classes

**2009 :290                      2010 :310                      2011 :320                      2012 :320                      2013 :330**

- Number of workshops planned

**2009 :30                      2010 :35                      2011 :40                      2012 :40                      2013 :40**

- Number of group discussions planned

**2009 :25                      2010 :25                      2011 :25                      2012 :25                      2013 :25**

- Number of demonstrations planned

	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>
	<b>30</b>	<b>35</b>	<b>:35</b>	<b>35</b>	<b>40</b>
● Number of public service announcements planned					
	<b>:100</b>	<b>:100</b>	<b>:100</b>	<b>:100</b>	<b>:100</b>
● Number of recurring newsletters planned for publication					
	<b>:11</b>	<b>:12</b>	<b>:12</b>	<b>:12</b>	<b>:12</b>
● Number of non-recurring TV and other mass media programs planned					
	<b>35</b>	<b>40</b>	<b>:40</b>	<b>40</b>	<b>40</b>
● Number of web sites maintained					
	<b>:15</b>	<b>:15</b>	<b>:15</b>	<b>:15</b>	<b>:15</b>

**V(I). State Defined Outcome**

<b>O. No</b>	<b>Outcome Name</b>
1	Percentage increase in net profit from land owned and/or managed by participants (Base = 2005).
2	Change in family-owned forest acres under a systematic plan (base = 2005)
3	Percentage reduction in number and severity of environmental catastrophes on private forest lands (as percentage of all acres in Oregon affected).
4	Percentage of landowners attending Extension Forestry programs that report acquiring new knowledge.
5	Percentage of landowners attending Extension Forestry programs that report using new knowledge.
6	Maximum change in ownership of private forest property as measured by number of acres statewide changing ownership class.

**Outcome #1**

**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

**2009** 3                      **2010** : 5                      **2011** : 5                      **2012** 5                      **2013** :5

**3. Associated Institute Type(s)**

•1862 Extension

**4. 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

**Outcome #2**

**1. Outcome Target**

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

**2. Outcome Type :** Change in Action Outcome Measure

**2009** 25                      **2010** : 35                      **2011** : 35                      **2012** 35                      **2013** :40

**3. Associated Institute Type(s)**

•1862 Extension

**4. 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

**Outcome #3**

**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

**2009** 5                      **2010** : 5                      **2011** : 5                      **2012** 5                      **2013** :5

**3. Associated Institute Type(s)**

•1862 Extension

**4. 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

**Outcome #4**

**1. Outcome Target**

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

**2. Outcome Type :** Change in Action Outcome Measure

**2009** 90                      **2010** : 90                      **2011** : 90                      **2012** 90                      **2013** :90

**3. Associated Institute Type(s)**

•1862 Extension

**4. 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

**Outcome #5**

**1. Outcome Target**

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

**2. Outcome Type :** Change in Action Outcome Measure

**2009** 50                      **2010** : 50                      **2011** : 50                      **2012** 50                      **2013** :50

**3. Associated Institute Type(s)**

•1862 Extension

**4. 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

**Outcome #6**

**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

**2009** 3                      **2010** : 3                      **2011** : 3                      **2012** 3                      **2013** :3

**3. Associated Institute Type(s)**

•1862 Extension

**4. 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**

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

#### **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 programmatic change.

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

### **1. Evaluation Studies Planned**

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

- Telephone
- Sampling
- Case Study
- Mail
- Structured

#### **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)**

**Program #4**

**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 than 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**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
802	Human Development and Family Well-Being	30%			
806	Youth Development	70%			
	<b>Total</b>	100%			

**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 cadre 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 programs 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
2009	16.1	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
2013	16.5	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
<ul style="list-style-type: none"> <li>● One-on-One Intervention</li> <li>● Workshop</li> <li>● Education Class</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> <li>● Web sites</li> </ul>

**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
2009	6000	6000	12000	12000
2010	6000	6000	12000	12000
2011	6000	6000	12000	12000
2012	6000	6000	12000	12000
2013	6000	6000	12000	12000

**2. (Standard Research Target) Number of Patent Applications Submitted**

**Expected Patent Applications**

2009 :0                      2010 :0                      2011 :0                      2012 :0                      2013 :0

**3. Expected Peer Review Publications**

Year	Research Target	Extension Target	Total
2009	0	0	0
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0

**V(H). State Defined Outputs**

**1. Output Target**

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

2009 :1000                      2010 :1000                      2011 :1000                      2012 :1000                      2013 :1000

- Number of youth participating in leadership camps and retreats.

2009 :500                      2010 :500                      2011 :500                      2012 :500                      2013 :500

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

2009 :300                      2010 :300                      2011 :300                      2012 :300                      2013 :300

**V(I). State Defined Outcome**

<b>O. No</b>	<b>Outcome Name</b>
1	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	Number of youth applying at least one leadership or citizenship life skill they learned through 4-H.

**Outcome #1**

**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

**2009 :**6000                      **2010 :** 6000                      **2011 :** 6000                      **2012 :** 6000                      **2013 :**6000

**3. Associated Institute Type(s)**

- 1862 Extension

**4. Associated Knowledge Area(s)**

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

**Outcome #2**

**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

**2009 :**1000                      **2010 :** 1000                      **2011 :** 1000                      **2012 :** 1000                      **2013 :**1000

**3. Associated Institute Type(s)**

- 1862 Extension

**4. 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**

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

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

**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

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

### Description

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

**V(A). Planned Program (Summary)**

**Program #5**

**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**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
806	Youth Development	100%			
	<b>Total</b>	100%			

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

**1. Situation and priorities**

Oregonians 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 Oregonians 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 undersanding 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
2009	9.0	0.0	0.0	0.0
2010	9.0	0.0	0.0	0.0
2011	9.0	0.0	0.0	0.0
2012	9.0	0.0	0.0	0.0
2013	9.0	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
<ul style="list-style-type: none"> <li>● Workshop</li> <li>● Education Class</li> <li>● One-on-One Intervention</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> <li>● Web sites</li> </ul>

**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
2009	1000	1000	4000	40000
2010	1000	1000	4000	40000
2011	1000	1000	4000	40000
2012	1000	1000	4000	40000
2013	1000	1000	4000	40000

**2. (Standard Research Target) Number of Patent Applications Submitted**

**Expected Patent Applications**

**2009 :0                      2010 :0                      2011 :0                      2012 :0                      2013 :0**

**3. Expected Peer Review Publications**

Year	Research Target	Extension Target	Total
2009	0	0	0
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0

**V(H). State Defined Outputs**

**1. Output Target**

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

**2009 :15500                      2010 :15800                      2011 :16000                      2012 :16500                      2013 :16800**

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

**2009 :200                      2010 :200                      2011 :200                      2012 :200                      2013 :200**

- Number of 4-H Wildlife Stewards partner schools.

**2009 :55                      2010 :55                      2011 :55                      2012 :55                      2013 :55**

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

**2009 :10000                      2010 :10000                      2011 :10000                      2012 :10000                      2013 :10000**

**V(I). State Defined Outcome**

<b>O. No</b>	<b>Outcome Name</b>
1	Number of youth gaining knowledge in science or natural resources.
2	Number of youth implenting practices to protect or improve the environment.



**Outcome #1**

**1. Outcome Target**

Number of youth gaining knowledge in science or natural resources.

**2. Outcome Type :** Change in Knowledge Outcome Measure

**2009 :**10000                      **2010 :** 10000                      **2011 :** 10000                      **2012 :**10000                      **2013 :**10000

**3. Associated Institute Type(s)**

- 1862 Extension

**4. Associated Knowledge Area(s)**

- 806 - Youth Development

**Outcome #2**

**1. Outcome Target**

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

**2. Outcome Type :** Change in Action Outcome Measure

**2009 :**1000                      **2010 :** 1000                      **2011 :** 1000                      **2012 :**1000                      **2013 :**1000

**3. Associated Institute Type(s)**

- 1862 Extension

**4. Associated Knowledge Area(s)**

- 806 - Youth Development

**V(J). Planned Program (External Factors)**

**1. External Factors which may affect Outcomes**

- Competing Public priorities
- Competing Programmatic Challenges
- Appropriations changes
- Public Policy 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 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**

- Mail
- Observation
- Sampling
- Case Study

**Description**

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

**V(A). Planned Program (Summary)**

**Program #6**

**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 Nutrition and Health program is to increase the number of youth in Oregon who can maintain a healthy lifestyle through 1) 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 than 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**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
806	Youth Development	100%			
	<b>Total</b>	100%			

**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 skills 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 1) 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
2009	2.6	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
2013	3.0	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
<ul style="list-style-type: none"> <li>● Other 1 (Contests)</li> <li>● Workshop</li> <li>● Education Class</li> <li>● Other 2 (Exhibits)</li> <li>● One-on-One Intervention</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> <li>● Web sites</li> </ul>

**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
2009	300	3000	23000	53000
2010	300	3000	23000	53000
2011	300	3000	23000	53000
2012	300	3000	23000	53000
2013	300	3000	23000	53000

**2. (Standard Research Target) Number of Patent Applications Submitted**

**Expected Patent Applications**

**2009 :0                      2010 :0                      2011 :0                      2012 :0                      2013 :0**

**3. Expected Peer Review Publications**

Year	Research Target	Extension Target	Total
2009	0	0	0
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0

**V(H). State Defined Outputs**

**1. Output Target**

- Number of youth participating in Foods and Nutrition Projects.

**2009 :10000                      2010 :10900                      2011 :10950                      2012 :10950                      2013 :11000**

- Number of youth participating in physical activity projects.

**2009 :3000                      2010 :3000                      2011 :3000                      2012 :3000                      2013 :3000**

**V(I). State Defined Outcome**

<b>O. No</b>	<b>Outcome Name</b>
1	Number of youth gaining knowledge required to select or prepare healthy food.
2	Number of youth making behavioral changes which improving health.

**Outcome #1**

**1. Outcome Target**

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

**2. Outcome Type :** Change in Knowledge Outcome Measure

**2009** :3000                      **2010** : 3000                      **2011** : 3000                      **2012** 3000                      **2013** :3000

**3. Associated Institute Type(s)**

- 1862 Extension

**4. Associated Knowledge Area(s)**

- 806 - Youth Development

**Outcome #2**

**1. Outcome Target**

Number of youth making behavioral changes which improving health.

**2. Outcome Type :** Change in Action Outcome Measure

**2009** :1500                      **2010** : 1500                      **2011** : 1500                      **2012** :1500                      **2013** :1500

**3. Associated Institute Type(s)**

- 1862 Extension

**4. 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
- Populations changes (immigration,new cultural groupings,etc.)

**Description**

{NO DATA ENTERED}

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

**1. Evaluation Studies Planned**

- Case Study
- Retrospective (post program)
- After Only (post program)
- Before-After (before and after 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 to determine whether young people are making behavioral changes related to food intake or physical activity. Results of this study support the projected impact of this planned. 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**

- Sampling
- Observation
- Tests
- 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)**

**Program #7**

**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**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
806	Youth Development	100%			
	<b>Total</b>	100%			

**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 "students who are taught science in a hands-on, inquiry-based manner" can begin to develop life skills such as problem solving, critical thinking, and teamwork ([www.BayerUS.com/MSMS](http://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
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
2013	6.0	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
<ul style="list-style-type: none"> <li>● Other 1 (Contests)</li> <li>● Education Class</li> <li>● One-on-One Intervention</li> <li>● Workshop</li> <li>● Other 2 (Exhibits)</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> <li>● Web sites</li> </ul>

**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
2009	2000	2000	40000	40000
2010	2000	2000	40000	40000
2011	2000	2000	40000	40000
2012	2000	2000	40000	40000
2013	2000	2000	40000	40000

**2. (Standard Research Target) Number of Patent Applications Submitted**

**Expected Patent Applications**

2009 :0                      2010 :0                      2011 :0                      2012 :0                      2013 :0

**3. Expected Peer Review Publications**

Year	Research Target	Extension Target	Total
2009	0	0	0
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0

**V(H). State Defined Outputs**

**1. Output Target**

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

2009 :15000                      2010 :15000                      2011 :15000                      2012 :15000                      2013 :15000

**V(I). State Defined Outcome**

<b>O. No</b>	<b>Outcome Name</b>
1	Number of youth gaining skills in science and technology.
2	Number of youth utilizing science and technology skills to improve their school or community.
3	Number of youth whose career choice was affected by participation in 4-H science and technology programs.

**Outcome #1**

**1. Outcome Target**

Number of youth gaining skills in science and technology.

**2. Outcome Type :** Change in Knowledge Outcome Measure

**2009** :5000                      **2010** : 5000                      **2011** : 5000                      **2012** 5000                      **2013** :5000

**3. Associated Institute Type(s)**

•1862 Extension

**4. Associated Knowledge Area(s)**

- 806 - Youth Development

**Outcome #2**

**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

**2009** :1000                      **2010** : 1000                      **2011** : 1000                      **2012** :1000                      **2013** :1000

**3. Associated Institute Type(s)**

•1862 Extension

**4. Associated Knowledge Area(s)**

- 806 - Youth Development

**Outcome #3**

**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

**2009** :300                      **2010** : 300                      **2011** : 300                      **2012** 300                      **2013** :300

**3. Associated Institute Type(s)**

•1862 Extension

**4. Associated Knowledge Area(s)**

- 806 - Youth Development

**V(J). Planned Program (External Factors)**

**1. External Factors which may affect Outcomes**

- Competing Public priorities
- Economy
- Competing Programmatic Challenges

**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
- After Only (post 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 will be conducted in 2009.

**2. Data Collection Methods**

- Mail
- Case Study
- Sampling
- Whole population

**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)**

**Program #8**

**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 farmers' 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 than 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**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
101	Appraisal of Soil Resources	5%			
102	Soil, Plant, Water, Nutrient Relationships	10%			
112	Watershed Protection and Management	10%			
204	Plant Product Quality and Utility (Preharvest)	5%			
205	Plant Management Systems	10%			
216	Integrated Pest Management Systems	10%			
307	Animal Production Management Systems	10%			
308	Improved Animal Products (Before Harvest)	10%			
403	Waste Disposal, Recycling, and Reuse	10%			
604	Marketing and Distribution Practices	20%			
	<b>Total</b>	100%			

**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 is 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
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
2013	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
<ul style="list-style-type: none"> <li>● Group Discussion</li> <li>● Education Class</li> <li>● One-on-One Intervention</li> <li>● Demonstrations</li> <li>● Workshop</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> <li>● Web sites</li> </ul>

**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
2009	26000	100000	1000	1000
2010	26000	100000	1000	1000
2011	26000	100000	1000	1000
2012	26000	100000	1000	1000
2013	26000	100000	1000	1000

**2. (Standard Research Target) Number of Patent Applications Submitted**

**Expected Patent Applications**

2009 :0                      2010 :0                      2011 :0                      2012 :0                      2013 :0

**3. Expected Peer Review Publications**

Year	Research Target	Extension Target	Total
2009	0	0	0
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0

**V(H). State Defined Outputs**

**1. Output Target**

- Number of Educational Classes Delivered

2009 :150                      2010 :150                      2011 :150                      2012 :150                      2013 :150

- Number of Workshops Delivered

2009 :50                      2010 :50                      2011 :50                      2012 :50                      2013 :50

- Number of Group Discussions

2009 :20                      2010 :20                      2011 :20                      2012 :20                      2013 :20

- Number of One-on-one Interventions

2009 :1300                      2010 :1300                      2011 :1300                      2012 :1300                      2013 :1300

- Number of Demonstrations

2009	2010	2011	2012	2013
------	------	------	------	------

- Number of Web Sites Maintained

2009	2010	2011	2012	2013
------	------	------	------	------

- Number of Newspaper Articles Published

2009	2010	2011	2012	2013
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**V(I). State Defined Outcome**

<b>O. No</b>	<b>Outcome Name</b>
1	Increase in number of farms that are using best management practices leading to reduced nutrient loading of surface water and soil erosion.
2	Increase in number of farmer's markets statewide.
3	% increase in gross sales at farmers' markets statewide.
4	% increase in gross value of non-traditional crops produced in Oregon
5	Number of farmers (x 1000) using OSU Extension Service information.
6	Economic value derived from application of new information and production methods by participating farmers (Million \$).

**Outcome #1**

**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

**2009** :100                      **2010** : 100                      **2011** : 100                      **2012** :100                      **2013** :100

**3. Associated Institute Type(s)**

•1862 Extension

**4. 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 Production Management Systems
- 403 - Waste Disposal, Recycling, and Reuse

**Outcome #2**

**1. Outcome Target**

Increase in number of farmer's markets statewide.

**2. Outcome Type :** Change in Action Outcome Measure

**2009** 5                      **2010** : 5                      **2011** : 5                      **2012** 5                      **2013** :5

**3. Associated Institute Type(s)**

•1862 Extension

**4. Associated Knowledge Area(s)**

- 604 - Marketing and Distribution Practices

**Outcome #3**

**1. Outcome Target**

% increase in gross sales at farmers' markets statewide.

**2. Outcome Type :** Change in Action Outcome Measure

**2009** 5                      **2010** : 5                      **2011** : 5                      **2012** 5                      **2013** :5

**3. Associated Institute Type(s)**

•1862 Extension

**4. Associated Knowledge Area(s)**

- 604 - Marketing and Distribution Practices

**Outcome #4**

**1. Outcome Target**

% increase in gross value of non-traditional crops produced in Oregon

**2. Outcome Type :** Change in Action Outcome Measure

**2009 5**                      **2010 : 5**                      **2011 : 5**                      **2012 5**                      **2013 :5**

**3. Associated Institute Type(s)**

•1862 Extension

**4. 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

**Outcome #5**

**1. Outcome Target**

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

**2. Outcome Type :** Change in Knowledge Outcome Measure

**2009 5**                      **2010 : 5**                      **2011 : 5**                      **2012 5**                      **2013 :5**

**3. Associated Institute Type(s)**

•1862 Extension

**4. 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 Production Management Systems
- 308 - Improved Animal Products (Before Harvest)
- 403 - Waste Disposal, Recycling, and Reuse
- 604 - Marketing and Distribution Practices

**Outcome #6**

**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

**2009 6**                      **2010 : 7**                      **2011 : 7**                      **2012 7**                      **2013 :7**

**3. Associated Institute Type(s)**

•1862 Extension

**4. 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 Production 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**

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

#### **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**

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

#### **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**

- Telephone
- Observation
- Mail
- Case Study
- 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)**

**Program #9**

**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 :** Mature (More than 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**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
806	Youth Development	100%			
	<b>Total</b>	100%			

**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 others 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
2009	7.9	0.0	0.0	0.0
2010	8.0	0.0	0.0	0.0
2011	8.0	0.0	0.0	0.0
2012	8.0	0.0	0.0	0.0
2013	8.0	0.0	0.0	0.0

**V(F). Planned Program (Activity)**

**1. Activity for the Program**

- 4-H Clubs and Camps
- 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
<ul style="list-style-type: none"> <li>● Other 2 (cultural celebrations)</li> <li>● Workshop</li> <li>● Other 1 (4-H clubs and camps)</li> <li>● Education Class</li> <li>● One-on-One Intervention</li> </ul>	<ul style="list-style-type: none"> <li>● Web sites</li> <li>● Newsletters</li> </ul>

**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
2009	1000	1000	12000	12000
2010	1000	1000	12000	12000
2011	1000	1000	12000	12000
2012	1000	1000	12000	12000
2013	1000	1000	12000	12000

**2. (Standard Research Target) Number of Patent Applications Submitted**

**Expected Patent Applications**

**2009 :0                      2010 :0                      2011 :0                      2012 :0                      2013 :0**

**3. Expected Peer Review Publications**

Year	Research Target	Extension Target	Total
2009	0	0	0
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0

**V(H). State Defined Outputs**

**1. Output Target**

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

**2009 :3600                      2010 :3600                      2011 :3600                      2012 :3600                      2013 :3600**

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

**2009 :100                      2010 :100                      2011 :100                      2012 :100                      2013 :100**

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

**2009 :19                      2010 :19                      2011 :20                      2012 :20                      2013 :20**

**V(I). State Defined Outcome**

<b>O. No</b>	<b>Outcome Name</b>
1	Number of Latino youth achieving increased understanding of the natural environment.
2	Number of youth gaining knowledge and life skills through participation in 4-H outreach programs.

**Outcome #1**

**1. Outcome Target**

Number of Latino youth achieving increased understanding of the natural environment.

**2. Outcome Type :** Change in Condition Outcome Measure

**2009** :200                      **2010** : 200                      **2011** : 200                      **2012** 0                      **2013** :0

**3. Associated Institute Type(s)**

- 1862 Extension

**4. Associated Knowledge Area(s)**

- 806 - Youth Development

**Outcome #2**

**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

**2009** :1000                      **2010** : 1000                      **2011** : 1000                      **2012** :1000                      **2013** :1000

**3. Associated Institute Type(s)**

- 1862 Extension

**4. 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)
- Retrospective (post program)
- Case Study
- 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
- Mail
- Sampling

**Description**

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

**V(A). Planned Program (Summary)**

**Program #10**

**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 than 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**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
102	Soil, Plant, Water, Nutrient Relationships	15%			
111	Conservation and Efficient Use of Water	15%			
112	Watershed Protection and Management	15%			
205	Plant Management Systems	15%			
216	Integrated Pest Management Systems	10%			
502	New and Improved Food Products	10%			
511	New and Improved Non-Food Products and Processes	5%			
601	Economics of Agricultural Production and Farm Management	10%			
604	Marketing and Distribution Practices	5%			
	<b>Total</b>	100%			

### 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 Extension
- In-State Extension
- Multistate Research
- In-State Research
- 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
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
2013	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
<ul style="list-style-type: none"> <li>● Group Discussion</li> <li>● Demonstrations</li> <li>● Workshop</li> <li>● One-on-One Intervention</li> <li>● Education Class</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> <li>● Web sites</li> </ul>

**3. Description of targeted audience**

1. Crop producers primarily in the Columbia Basin of Oregon and Washington and Western Idaho. 2. Agricultural infrastructure and service providers in Oregon, Washington and Idaho. 3. 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
2009	32000	100000	1000	1000
2010	32000	100000	1000	1000
2011	32000	100000	1000	1000
2012	32000	100000	1000	1000
2013	32000	100000	1000	1000

**2. (Standard Research Target) Number of Patent Applications Submitted**

**Expected Patent Applications**

**2009 :0                      2010 :0                      2011 :0                      2012 :0                      2013 :0**

**3. Expected Peer Review Publications**

Year	Research Target	Extension Target	Total
2009	0	0	0
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0

**V(H). State Defined Outputs**

**1. Output Target**

- Number of Educational Classes Delivered

**2009 :113                      2010 :113                      2011 :113                      2012 :113                      2013 :113**

- Number of Workshops Delivered

**2009 :113                      2010 :113                      2011 :113                      2012 :113                      2013 :113**

- Number of Group Discussions

**2009 :56                      2010 :56                      2011 :56                      2012 :56                      2013 :56**

- Number of One-On-One Interventions

**2009 :471                      2010 :471                      2011 :471                      2012 :471                      2013 :471**

- Number of Demonstrations

**2009 :28                      2010 :28                      2011 :28                      2012 :28                      2013 :28**

- Number of Web Sites Maintained

**2009 :4                      2010 :4                      2011 :4                      2012 :4                      2013 :4**

- Number of Newspaper Articles Published

2009 38

2010 38

2011 38

2012 38

2013 38

**V(I). State Defined Outcome**

<b>O. No</b>	<b>Outcome Name</b>
1	Acres of improved wheat varieties planted times the proven economic advantage above the industry norm (Million \$).
2	Acres planted to new crops as a result of OSU research and Extension programs times the proven economic advantage over the norm (Million \$)
3	Established value of application of new technologies per acre time the number of acres affected (Million \$)
4	% reduction in soil erosion when new technologies are employed.
5	Percentage of farmers using Extension information.
6	Value of new processes and products applied because of OSU Extension programming (Million \$).

**Outcome #1**

**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

**2009 :1**                      **2010 : 1**                      **2011 : 1**                      **2012 :1**                      **2013 :1**

**3. Associated Institute Type(s)**

•1862 Extension

**4. 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

**Outcome #2**

**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

**2009 :5**                      **2010 : 5**                      **2011 : 5**                      **2012 :5**                      **2013 :5**

**3. Associated Institute Type(s)**

•1862 Extension

**4. 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

**Outcome #3**

**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

**2009 :1                      2010 : 1                      2011 : 1                      2012 :1                      2013 :1**

**3. Associated Institute Type(s)**

•1862 Extension

**4. 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

**Outcome #4**

**1. Outcome Target**

% reduction in soil erosion when new technologies are employed.

**2. Outcome Type :** Change in Condition Outcome Measure

**2009 5                      2010 : 5                      2011 : 5                      2012 5                      2013 :5**

**3. Associated Institute Type(s)**

•1862 Extension

**4. 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

**Outcome #5**

**1. Outcome Target**

Percentage of farmers using Extension information.

**2. Outcome Type :** Change in Knowledge Outcome Measure

**2009 :65                      2010 : 70                      2011 : 75                      2012 :75                      2013 :80**

**3. Associated Institute Type(s)**

•1862 Extension

**4. 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

**Outcome #6**

**1. Outcome Target**

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

**2. Outcome Type :** Change in Condition Outcome Measure

<b>2009</b> :3	<b>2010</b> :3	<b>2011</b> :3	<b>2012</b> :3	<b>2013</b> :3
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**3. Associated Institute Type(s)**

•1862 Extension

**4. 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**

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

**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
- Before-After (before and after program)
- Case Study

#### **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
- Mail
- Case Study
- Unstructured
- Observation

#### **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)****Program #11****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 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. 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 product while protecting environmental quality.

**3. Program existence :** Mature (More than 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**



KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
102	Soil, Plant, Water, Nutrient Relationships	10%			
112	Watershed Protection and Management	10%			
121	Management of Range Resources	20%			
205	Plant Management Systems	5%			
303	Genetic Improvement of Animals	5%			
307	Animal Production Management Systems	20%			
308	Improved Animal Products (Before Harvest)	5%			
311	Animal Diseases	10%			
315	Animal Welfare, Well-Being and Protection	5%			
501	New and Improved Food Processing Technologies	10%			
	<b>Total</b>	100%			

**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 River 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 of animals from ranch to consumers. Improvements in these issues will assist the animal agricultural industry in maintaining its important contributions to the social infrastructure, economy, and environment.

**2. Scope of the Program**

- Integrated Research and Extension
- In-State Extension
- Multistate Extension
- Multistate Research
- In-State Research
- Multistate 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 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 for strengthening agricultural industries and communities in Oregon.

**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
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
2013	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
<ul style="list-style-type: none"> <li>● Demonstrations</li> <li>● Workshop</li> <li>● Education Class</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> <li>● Web sites</li> </ul>

**3. Description of targeted audience**

1.Ranchers, dairy producers and animal product processors  
 2.Agricultural infrastructure, suppliers and service providers  
 3.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
2009	76000	100000	1000	1000
2010	76000	100000	1000	1000
2011	76000	100000	1000	1000
2012	76000	100000	1000	1000
2013	76000	100000	1000	1000

**2. (Standard Research Target) Number of Patent Applications Submitted**

**Expected Patent Applications**

2009 :0                      2010 :0                      2011 :0                      2012 :0                      2013 :0

**3. Expected Peer Review Publications**

Year	Research Target	Extension Target	Total
2009	0	0	0
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0

**V(H). State Defined Outputs**

**1. Output Target**

- Number of Education Classes Planned

2009 :282                      2010 :282                      2011 :282                      2012 :282                      2013 :282

- Number of Workshops Planned

2009 :282                      2010 :282                      2011 :282                      2012 :282                      2013 :282

- Number of Group Discussions Planned

2009 :141                      2010 :141                      2011 :141                      2012 :141                      2013 :141

- Number of One-On-One Interventions Planned

2009 :1176                      2010 :1176                      2011 :1176                      2012 :1176                      2013 :1176

- Number of Demonstrations Planned

2009	2010	2011	2012	2013
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- Web Sites Maintained

2009	2010	2011	2012	2013
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- Newspaper Articles Planned

2009	2010	2011	2012	2013
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**V(I). State Defined Outcome**

<b>O. No</b>	<b>Outcome Name</b>
1	Increased market value (Million \$) created by application of new processes and animal products.
2	Economic value of assistance from OSU Extension Service professionals as reported by producers (Million \$).

**Outcome #1****1. Outcome Target**

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

**2. Outcome Type :** Change in Condition Outcome Measure

**2009** 2                      **2010** : 2                      **2011** : 2                      **2012** 2                      **2013** :2

**3. Associated Institute Type(s)**

•1862 Extension

**4. 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 Production 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

**Outcome #2****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

**2009** 3                      **2010** : 3                      **2011** : 3                      **2012** 3                      **2013** :3

**3. Associated Institute Type(s)**

•1862 Extension

**4. 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 Production 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

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

#### Description

{NO DATA ENTERED}

## 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

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

- Case Study
- Telephone
- Observation
- Mail
- 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)****Program #12****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 than 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**



KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
102	Soil, Plant, Water, Nutrient Relationships	10%			
111	Conservation and Efficient Use of Water	10%			
112	Watershed Protection and Management	10%			
204	Plant Product Quality and Utility (Preharvest)	10%			
205	Plant Management Systems	10%			
216	Integrated Pest Management Systems	10%			
403	Waste Disposal, Recycling, and Reuse	10%			
405	Drainage and Irrigation Systems and Facilities	10%			
502	New and Improved Food Products	10%			
603	Market Economics	10%			
	<b>Total</b>	100%			

### 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

- Multistate Extension
- In-State Research
- Multistate Integrated Research and Extension
- Multistate Research
- 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 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
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
2013	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
<ul style="list-style-type: none"> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> <li>● Education Class</li> <li>● Workshop</li> <li>● Demonstrations</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> <li>● Web sites</li> </ul>

**3. Description of targeted audience**

1. Crop producers in this group of crops generally produced in the high rain fall or irrigated production system in Oregon2.
- Agricultural infrastructure, suppliers and service providers3.
- 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
2009	126000	400000	1000	1000
2010	126000	400000	1000	1000
2011	126000	400000	1000	1000
2012	126000	400000	1000	1000
2013	126000	400000	1000	1000

**2. (Standard Research Target) Number of Patent Applications Submitted**

**Expected Patent Applications**

2009 :0                      2010 :0                      2011 :0                      2012 :0                      2013 :0

**3. Expected Peer Review Publications**

Year	Research Target	Extension Target	Total
2009	0	0	0
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0

**V(H). State Defined Outputs**

**1. Output Target**

- Number of Educational Classes Planned

2009 :493                      2010 :493                      2011 :493                      2012 :493                      2013 :493

- Number of Workshops Planned

2009 :493                      2010 :493                      2011 :493                      2012 :493                      2013 :493

- Number of Group Discussions Planned

2009 :246                      2010 :246                      2011 :246                      2012 :246                      2013 :246

- Number of Demonstrations Planned

2009 :123                      2010 :123                      2011 :123                      2012 :123                      2013 :123

- Number of One-On-One Interventions Planned

**2009** 2052

**2010** 2052

**2011** :2052

**2012** 2052

**2013** 2052

- Web Sites Maintained (Planned)

**2009** 6

**2010** 6

**2011** :6

**2012** 6

**2013** 6

- Number of Newspaper Articles Planned

**2009** :164

**2010** :164

**2011** :164

**2012** :164

**2013** :164

**V(I). State Defined Outcome**

<b>O. No</b>	<b>Outcome Name</b>
1	Thousands of acres of improved varieties planted
2	Thousands of acres of new crops planted
3	Economic impact of new varieties planted (Million \$)
4	Economic value of new crops planted (Million \$)
5	Improvement in air, soil and water parameters resulting from application of new technologies (% Improvement)
6	Sales value (Million \$) of new value added products
7	Value of information received by growers (Million \$; reported value based on survey results)

**Outcome #1**

**1. Outcome Target**

Thousands of acres of improved varieties planted

**2. Outcome Type :** Change in Action Outcome Measure

**2009 :** 6                      **2010 :** 6                      **2011 :** 6                      **2012 :** 6                      **2013 :** 6

**3. Associated Institute Type(s)**

•1862 Extension

**4. 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

**Outcome #2**

**1. Outcome Target**

Thousands of acres of new crops planted

**2. Outcome Type :** Change in Action Outcome Measure

**2009 :** 10                      **2010 :** 10                      **2011 :** 10                      **2012 :** 10                      **2013 :** 10

**3. Associated Institute Type(s)**

•1862 Extension

**4. 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

**Outcome #3**

**1. Outcome Target**

Economic impact of new varieties planted (Million \$)

**2. Outcome Type :** Change in Action Outcome Measure

**2009 :1**                      **2010 : 1**                      **2011 : 1**                      **2012 :1**                      **2013 :1**

**3. Associated Institute Type(s)**

•1862 Extension

**4. 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

**Outcome #4**

**1. Outcome Target**

Economic value of new crops planted (Million \$)

**2. Outcome Type :** Change in Knowledge Outcome Measure

**2009 :3**                      **2010 : 3**                      **2011 : 3**                      **2012 :3**                      **2013 :3**

**3. Associated Institute Type(s)**

•1862 Extension

**4. 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

**Outcome #5****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

<b>2009</b> :7	<b>2010</b> : 8	<b>2011</b> : 8	<b>2012</b> 8	<b>2013</b> :9
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**3. Associated Institute Type(s)**

•1862 Extension

**4. 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

**Outcome #6****1. Outcome Target**

Sales value (Million \$) of new value added products

**2. Outcome Type :** Change in Condition Outcome Measure

<b>2009</b> :10	<b>2010</b> : 10	<b>2011</b> : 10	<b>2012</b> :10	<b>2013</b> :10
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**3. Associated Institute Type(s)**

•1862 Extension

**4. 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

**Outcome #7****1. Outcome Target**

Value of information received by growers (Million \$; reported value based on survey results)

**2. Outcome Type :** Change in Condition Outcome Measure

<b>2009</b> :10	<b>2010</b> : 10	<b>2011</b> : 10	<b>2012</b> :10	<b>2013</b> :10
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**3. Associated Institute Type(s)**

•1862 Extension

**4. 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**

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

#### **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**

- 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**

- Unstructured
- Mail
- Telephone
- Case Study

#### **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)**

**Program #13**

**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 than 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**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
703	Nutrition Education and Behavior	50%			
704	Nutrition and Hunger in the Population	25%			
724	Healthy Lifestyle	25%			
	<b>Total</b>	100%			

**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 didn'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/](http://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
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
2013	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 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
<ul style="list-style-type: none"> <li>● Workshop</li> <li>● Demonstrations</li> <li>● Education Class</li> </ul>	<ul style="list-style-type: none"> <li>● Web sites</li> <li>● Newsletters</li> </ul>

**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
2009	11000	85000	50000	55000
2010	11000	85000	50000	55000
2011	11000	85000	50000	55000
2012	11000	85000	50000	55000
2013	11000	85000	50000	55000

**2. (Standard Research Target) Number of Patent Applications Submitted**

**Expected Patent Applications**

2009 :0                      2010 :0                      2011 :0                      2012 :0                      2013 :0

**3. Expected Peer Review Publications**

Year	Research Target	Extension Target	Total
2009	0	0	0
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0

**V(H). State Defined Outputs**

**1. Output Target**

- Educational Events and Workshops to be Delivered

2009 :330                      2010 :330                      2011 :330                      2012 :330                      2013 :330

- Demonstrations to be Conducted

2009 :330                      2010 :330                      2011 :330                      2012 :330                      2013 :330

- Newsletters to be Published

2009 :100                      2010 :100                      2011 :100                      2012 :100                      2013 :100

- Web Sites to be Developed/Maintained

2009 :3                      2010 :3                      2011 :3                      2012 :3                      2013 :3

**V(I). State Defined Outcome**

<b>O. No</b>	<b>Outcome Name</b>
1	Percentage of participants that will indicate positive change related to nutritional content of food purchases for their family.
2	Percentage of participants that report improved food resource management (meal planning and food budgeting).
3	Percentage of participants that report improved food safety practices such as preparation, thawing and storing procedures.
4	Percentage of participating families that will report increased physical activity among their children.

**Outcome #1**

**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

**2009 :**60                      **2010 :**60                      **2011 :**60                      **2012 :**60                      **2013 :**60

**3. Associated Institute Type(s)**

•1862 Extension

**4. Associated Knowledge Area(s)**

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

**Outcome #2**

**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

**2009 :**70                      **2010 :**70                      **2011 :**70                      **2012 :**70                      **2013 :**70

**3. Associated Institute Type(s)**

•1862 Extension

**4. Associated Knowledge Area(s)**

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

**Outcome #3**

**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

**2009 :**60                      **2010 :**60                      **2011 :**60                      **2012 :**60                      **2013 :**60

**3. Associated Institute Type(s)**

•1862 Extension

**4. Associated Knowledge Area(s)**

- 703 - Nutrition Education and Behavior

**Outcome #4**

**1. Outcome Target**

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

**2. Outcome Type :** Change in Action Outcome Measure

**2009 :**50                      **2010 :**50                      **2011 :**50                      **2012 :**50                      **2013 :**50

**3. Associated Institute Type(s)**

•1862 Extension

#### 4. Associated Knowledge Area(s)

- 724 - Healthy Lifestyle

#### V(J). Planned Program (External Factors)

##### 1. External Factors which may affect Outcomes

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

##### 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

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

##### 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)**

**Program #14**

**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, as 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 than 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**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
724	Healthy Lifestyle	50%			
802	Human Development and Family Well-Being	50%			
	<b>Total</b>	100%			

**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**

- 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 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 Grant Institution and other locations, about best practices related to the promotion of health and well-being for older adults and for the 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
2009	3.7	0.0	0.0	0.0
2010	3.7	0.0	0.0	0.0
2011	3.7	0.0	0.0	0.0
2012	3.7	0.0	0.0	0.0
2013	3.7	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
<ul style="list-style-type: none"> <li>● Education Class</li> <li>● Demonstrations</li> <li>● Workshop</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● TV Media Programs</li> <li>● Newsletters</li> <li>● Web sites</li> </ul>

**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
2009	1250	0	0	0
2010	1250	0	0	0
2011	1250	0	0	0
2012	1250	0	0	0
2013	1250	0	0	0

**2. (Standard Research Target) Number of Patent Applications Submitted**

**Expected Patent Applications**

2009 :0                      2010 :0                      2011 :0                      2012 :0                      2013 :0

**3. Expected Peer Review Publications**

Year	Research Target	Extension Target	Total
2009	0	0	0
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0

**V(H). State Defined Outputs**

**1. Output Target**

- Educational Events, Workshops, and Demonstrations to be Conducted

2009 :60                      2010 :60                      2011 :60                      2012 :60                      2013 :60

- Public Service Announcements to be Delivered

2009 :5                      2010 :5                      2011 :5                      2012 :5                      2013 :5

- Newsletters to be Published

2009 :12                      2010 :12                      2011 :12                      2012 :12                      2013 :12

- TV and Media Programs to be Delivered

2009 :3                      2010 :3                      2011 :3                      2012 :3                      2013 :3

- Web Sites to be Developed and Maintained

2009 :1

2010 :1

2011 :1

2012 :1

2013 :1

**V(I). State Defined Outcome**

<b>O. No</b>	<b>Outcome Name</b>
1	Percentage of participants that indicate increased knowledge about healthy aging practices including diet, activity, medication management, health monitoring, and family relationships.
2	Percentage of participating family health care providers that report informed decision-making related to older adults in their care.
3	Percentage of participants reporting improvement in their overall (age-adjusted) health status as a result of the program.

**Outcome #1**

**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

**2009 :60                      2010 : 60                      2011 : 60                      2012 :60                      2013 :60**

**3. Associated Institute Type(s)**

•1862 Extension

**4. Associated Knowledge Area(s)**

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

**Outcome #2**

**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

**2009 :50                      2010 : 50                      2011 : 50                      2012 :50                      2013 :50**

**3. Associated Institute Type(s)**

•1862 Extension

**4. Associated Knowledge Area(s)**

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

**Outcome #3**

**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

**2009 :40                      2010 : 40                      2011 : 40                      2012 :40                      2013 :40**

**3. Associated Institute Type(s)**

•1862 Extension

**4. 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**

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

**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**

- On-Site
- Sampling
- Structured

**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)**

**Program #15**

**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**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
801	Individual and Family Resource Management	100%			
	<b>Total</b>	100%			

**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. These statistics underscore the need for educational programs that focus on skills involving purchasing, personal financial management and consumer rights.

**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 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 Grant Institutions 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
2009	1.2	0.0	0.0	0.0
2010	1.3	0.0	0.0	0.0
2011	1.4	0.0	0.0	0.0
2012	1.4	0.0	0.0	0.0
2013	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
<ul style="list-style-type: none"> <li>● Workshop</li> <li>● Education Class</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> </ul>

**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
2009	210	0	0	0
2010	210	0	0	0
2011	210	0	0	0
2012	210	0	0	0
2013	210	0	0	0

**2. (Standard Research Target) Number of Patent Applications Submitted**

**Expected Patent Applications**

2009 :0                      2010 :0                      2011 :0                      2012 :0                      2013 :0

**3. Expected Peer Review Publications**

Year	Research Target	Extension Target	Total
2009	0	0	0
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0

**V(H). State Defined Outputs**

**1. Output Target**

- Educational Events and workshops to be Conducted

2009 25                      2010 25                      2011 25                      2012 25                      2013 25

- Newsletters to be Published

2009 6                      2010 6                      2011 6                      2012 6                      2013 6

**V(I). State Defined Outcome**

<b>O. No</b>	<b>Outcome Name</b>
1	Percentage of participants indicating increased knowledge and skill in financial planning.
2	Percentage of participants indicating application of acquired financial management practices.

**Outcome #1**

**1. Outcome Target**

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

**2. Outcome Type :** Change in Knowledge Outcome Measure

**2009** :75                      **2010** : 75                      **2011** : 75                      **2012** 75                      **2013** :75

**3. Associated Institute Type(s)**

- 1862 Extension

**4. Associated Knowledge Area(s)**

- 801 - Individual and Family Resource Management

**Outcome #2**

**1. Outcome Target**

Percentage of participants indicating application of acquired financial management practices.

**2. Outcome Type :** Change in Action Outcome Measure

**2009** 50                      **2010** : 50                      **2011** : 50                      **2012** 50                      **2013** :50

**3. Associated Institute Type(s)**

- 1862 Extension

**4. Associated Knowledge Area(s)**

- 801 - Individual and Family Resource Management

**V(J). Planned Program (External Factors)**

**1. External Factors which may affect Outcomes**

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

**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)**

**Program #16**

**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 than 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**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
112	Watershed Protection and Management	100%			
	<b>Total</b>	100%			

**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 state'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
- In-State Extension
- Multistate Integrated Research and 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
2009	3.8	0.0	0.0	0.0
2010	3.8	0.0	0.0	0.0
2011	3.8	0.0	0.0	0.0
2012	3.8	0.0	0.0	0.0
2013	4.0	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. Dedicate 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
<ul style="list-style-type: none"> <li>● Workshop</li> <li>● Demonstrations</li> <li>● Education Class</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> <li>● Web sites</li> </ul>

**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
2009	500	1500	0	0
2010	500	1500	0	0
2011	500	1500	0	0
2012	500	1500	0	0
2013	500	1500	0	0

**2. (Standard Research Target) Number of Patent Applications Submitted**

**Expected Patent Applications**

2009 :0                      2010 :0                      2011 :0                      2012 :0                      2013 :0

**3. Expected Peer Review Publications**

Year	Research Target	Extension Target	Total
2009	0	0	0
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0

**V(H). State Defined Outputs**

**1. Output Target**

- Number of Educational Classes to be Conducted

2009 :10                      2010 :10                      2011 :10                      2012 :10                      2013 :10

- Number of Workshops to be Conducted

2009 5                      2010 5                      2011 :5                      2012 5                      2013 5

- Number of Group Discussions to be Conducted

2009 2                      2010 2                      2011 :2                      2012 2                      2013 2

- Number of Demonstrations to be Conducted

2009 :1                      2010 :1                      2011 :1                      2012 :1                      2013 :1

- Number of Newsletters to be Published

2009 2                      2010 2                      2011 :2                      2012 2                      2013 2

- Number of Web Sites to be Developed and Maintained

2009 :1                      2010 :1                      2011 :1                      2012 :1                      2013 :1

**V(I). State Defined Outcome**

<b>O. No</b>	<b>Outcome Name</b>
1	Number of local program/policy changes leading to improved watershed health, invasive species management, or enhancement of local basins.
2	Watershed-friendly practices employed by individuals, watershed councils, governments and NGOs adopted as a result of OSU programming.
3	Number of youth participating in educational programming and watershed-friendly projects.
4	% increase in reporting of invasive species as a result of OSU programming.



**Outcome #1**

**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

**2009** 5                      **2010** : 5                      **2011** : 5                      **2012** 5                      **2013** :5

**3. Associated Institute Type(s)**

- 1862 Extension

**4. Associated Knowledge Area(s)**

- 112 - Watershed Protection and Management

**Outcome #2**

**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

**2009** 25                      **2010** : 25                      **2011** : 25                      **2012** 25                      **2013** :25

**3. Associated Institute Type(s)**

- 1862 Extension

**4. Associated Knowledge Area(s)**

- 112 - Watershed Protection and Management

**Outcome #3**

**1. Outcome Target**

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

**2. Outcome Type :** Change in Knowledge Outcome Measure

**2009** 200                      **2010** : 200                      **2011** : 200                      **2012** 200                      **2013** :200

**3. Associated Institute Type(s)**

- 1862 Extension

**4. Associated Knowledge Area(s)**

- 112 - Watershed Protection and Management

**Outcome #4**

**1. Outcome Target**

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

**2. Outcome Type :** Change in Action Outcome Measure

**2009** :10                      **2010** : 10                      **2011** : 15                      **2012** :15                      **2013** :20

**3. Associated Institute Type(s)**

- 1862 Extension

**4. 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
- Competing Public priorities
- Economy
- Government Regulations
- Natural Disasters (drought, weather extremes, etc.)
- Appropriations changes

#### Description

Watershed 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 public 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

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

- Mail
- Telephone
- Case Study
- Sampling
- 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)**

**Program #17**

**1. Name of the Planned Program**

4-H Positive Youth Development

**2. Brief summary about Planned Program**

Through participation in 4-H positive youth development programming, youth will develop a general array of life skills that in-turn increase the developmental outcomes of competence, confidence, connection, character, and caring. The increase in developmental outcomes leads to the long-term outcomes for this plan of work area: Positive contributions to community; Healthy family and social relationships; and Economic self-sufficiency.

**3. Program existence :** New (One year or less)

**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**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
806	Youth Development	100%			
	<b>Total</b>	100%			

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

**1. Situation and priorities**

"Positive youth development" or PYD is a term that describes youth programming that is designed to enhance developmental outcomes in youth. In contrast to traditional prevention models, PYD (sometimes shortened to "youth development") emphasizes building skills and assets in youth in addition to preventing common negative outcomes. The goal of the approach is to provide programs that help kids grow into mature and successful adults. Karen Pittman, a renowned veteran in youthwork, is credited with coining the motto for the PYD field: "Being problem-free is not the same as being fully prepared." The Oregon 4-H program is built on the theoretical model of PYD. The goal of all programs in Oregon 4-H is to teach subject matter and life skills through an intentional process that helps young people meet key developmental needs. While all 4-H programming fits under this program work area, this program work area is designed to capture 4-H programming that is not explicitly covered in other specialized program work areas.

**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 the community (Gambone & Connel, 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 develop the skills and knowledge needed to lead productive, healthy and contributing lives. Families and communities will be strengthened and supported as young peoples' developmental needs are met. 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. Young people participating in the 4-H program will be highly valued members of their communities and the Oregon workforce. They will be well prepared for the transition from school into a work world that is rapidly changing. They will also be more likely to seek post-secondary or vocational education in areas that match their interests and temperaments, leading to greater job satisfaction and overall adjustment to 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
2009	16.1	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
2013	16.5	0.0	0.0	0.0

**V(F). Planned Program (Activity)**

**1. Activity for the Program**

4-H programs that build life skills; 4-H clubs and other relevant delivery methods; trainings and educational events; curriculum and material development; this program plan includes many 4-H project areas as well as county 4-H fair

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

Extension	
Direct Methods	Indirect Methods
<ul style="list-style-type: none"> <li>● Workshop</li> <li>● Education Class</li> <li>● Other 2 (after school programming)</li> <li>● One-on-One Intervention</li> <li>● Other 1 (county fairs)</li> </ul>	<ul style="list-style-type: none"> <li>● Web sites</li> <li>● Newsletters</li> </ul>

**3. Description of targeted audience**

Youth ages K-12, 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
2009	400	600	4500	45000
2010	400	600	4500	45000
2011	400	600	4500	45000
2012	400	600	4500	45000
2013	400	600	4500	45000

**2. (Standard Research Target) Number of Patent Applications Submitted**

**Expected Patent Applications**

**2009 :0                      2010 :0                      2011 :0                      2012 :0                      2013 :0**

**3. Expected Peer Review Publications**

Year	Research Target	Extension Target	Total
2009	0	0	0
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0

**V(H). State Defined Outputs**

**1. Output Target**

- % of youth enrolled in clubs participating in fairs

**2009 65                      2010 70                      2011 :75                      2012 80                      2013 80**

- Number of youth participating in 4-H Afterschool programs

**2009 :1500                      2010 :1500                      2011 :1500                      2012 :1500                      2013 :1500**

**V(I). State Defined Outcome**

<b>O. No</b>	<b>Outcome Name</b>
1	Number of youth acquiring at least one life skill as a result of participation in non-formal youth development programs conducted by 4-H.
2	Number of youth applying at least one life skill they learned through 4-H.

**Outcome #1****1. Outcome Target**

Number of youth acquiring at least one 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

**2009** :6000                      **2010** : 6000                      **2011** : 6000                      **2012** :6000                      **2013** :6000

**3. Associated Institute Type(s)**

- 1862 Extension

**4. Associated Knowledge Area(s)**

- 806 - Youth Development

**Outcome #2****1. Outcome Target**

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

**2. Outcome Type :** Change in Condition Outcome Measure

**2009** :1000                      **2010** : 1000                      **2011** : 1000                      **2012** :1000                      **2013** :1000

**3. Associated Institute Type(s)**

- 1862 Extension

**4. Associated Knowledge Area(s)**

- 806 - Youth Development

**V(J). Planned Program (External Factors)****1. External Factors which may affect Outcomes**

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

**Description**

{NO DATA ENTERED}

**V(K). Planned Program (Evaluation Studies and Data Collection)****1. Evaluation Studies Planned**

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

**Description**

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

**2. Data Collection Methods**

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

**Description**

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