

# 2009 Washington State University Extension Plan of Work

**Status: Accepted**  
**Date Accepted: 06/05/08**

## I. Plan Overview

### 1. Brief Summary about Plan Of Work

The Washington State University Extension Plan of Work incorporates both core and new programs that WSU Extension will pursue in meeting our mission to "engage people, organizations and communities to advance knowledge, economic well-being and quality of life by fostering inquiry, learning, and the application of research." The plan was developed around six major planned program areas.

- Enhancing economic opportunities for agricultural producers while protecting Washington's resources
- Building the Capacity of Washington Communities to Create a Desired Future
- Improving the Health and Wellness Status of Washington Residents
- Enabling Youth and Families to Achieve Social, Economic and Educational Success
- Enhancing Stewardship of Natural Resources and the Environment

These planned programs not only frame future work, but they also serve to connect the CSREES Plan of Work to the WSU Extension Strategic Plan, the university-wide strategic plan and the priorities of the Governor of Washington. Each planned program represents one broad goal of WSU Extension. Several programming activities will be conducted under each planned program. All activities will focus on achieving important economic, social and environmental improvement in Washington and beyond.

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

Year	Extension		Research	
	1862	1890	1862	1890
2009	161.0	0.0	0.0	0.0
2010	161.0	0.0	0.0	0.0
2011	161.0	0.0	0.0	0.0
2012	161.0	0.0	0.0	0.0
2013	161.0	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
- External Non-University Panel
- Expert Peer Review

## 2. Brief Explanation

As mentioned earlier, this plan is very closely aligned with the WSU Extension Strategic Plan. Therefore, we will share and solicit input on both plans in a simultaneous manner. At times, the broader document (strategic plan) will be evaluated because it reflects the entire scope of our programming. In other cases, both the federal plan of work and strategic plan will be submitted for review. We plan to solicit input from the following groups and incorporate suggestions into any revisions of the plan.

- Internal University "Panels." All will review both the federal plan of work and strategic plan.
- Dean of the Washington State University College of Agriculture, Human and Natural Resource Sciences.
- Dean of the Washington State University Center for Distance and Professional Education.
- WSU Provost
- WSU President
- External University "Panels"

The WSU Extension federal plan of work and strategic plan will be shared with Extension leadership at Oregon State University and the University of Idaho. Feedback will be requested.

- The WSU Extension Strategic Plan will be widely shared with stakeholder groups and advisory committees within the state.
- Expert Peer Review

The WSU Extension federal plan of work and the WSU Extension Strategic Plan will be reviewed by an educational consulting firm retained by WSU Extension to assess how effectively these plans are integrated and how effectively they position the organization for the future.

## 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?

WSU Extension faculty are located in every county of the state and work jointly with research faculty at the main WSU campus, at branch campuses, and at research and extension centers throughout the state. This diffused presence helps extension, research and teaching faculty gain in-depth knowledge of local needs and challenges. Additionally, WSU Extension and research personnel utilize demographic data from the US Census Bureau, the Centers for Disease Control and Prevention, USDA (National Agricultural Statistics Service), state agencies, non-governmental organizations, the research base of WSU, and numerous other sources to create a knowledge base about the needs of the people of Washington. Finally, WSU faculty and staff work closely with focus groups, advisory councils, and informal mechanisms to garner input from agencies, organizations and the general public. These methods are outlined in more detail in the "stakeholder input" section of this plan. Programming is then developed based upon this collective knowledge base.

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

Washington was selected as a Change Agent State for Engagement (CASE). As a direct result, WSU Extension is developing a holistic plan to increase the recruitment and retention of persons of color in our faculty ranks and among our clientele. WSU Extension also reviews the civil rights record of county extension programs every five years to assure that faculty and staff are pursuing programs that are not only non-discriminatory but also create a comfortable environment for minority participants. Finally, WSU Extension displays success stories on its web site ([http://bfo.cahe.wsu.edu/personnel/civilrights/success\\_stories.htm](http://bfo.cahe.wsu.edu/personnel/civilrights/success_stories.htm)) highlighting programs that have been successful in working with underserved audiences. Examples of current programs designed to serve minority audiences include:

- WSU Extension's two Extension Indian Reservation Programs where Federal grant money has leveraged state money, tribal contributions and private donations to provide a strong Extension program.

- Nutrition programs, including EFNEP and the Food Stamp Nutrition Education Program, along with other programming for families are focused at limited-income audiences.

Agriculture and natural resource programming designed specifically for Latino and Native American audiences.

Youth programs designed to reach for Latino, Native American and other minority groups with educational activities that strengthen life skills and life-long achievement.

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

Expected outcomes and impacts are described in the "planned programs" section. This includes measurement of learning (short-term outcomes); application of learning (intermediate-term outcomes); and social, environmental, and economic benefits derived from application of learning (long-term outcomes). Outcomes will be documented by surveys, collection and analysis of on-site data, and measurement of progress of sample populations.

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

Multi-state programming helps WSU Extension garner efficiencies by reducing programming redundancies by collaborating with surrounding states. For example, the Pacific Northwest Publications series is a long-running effort of Washington, Oregon and Idaho. This has resulted in joint publications that tap into the knowledge bases of the respective institutions and eliminates duplication of efforts. WSU Extension also gains efficiencies by collaborating with surrounding states in program delivery. Arrangements range from informal relationships to very structured multi-state efforts. Additionally, WSU has long-standing collaborations with the University of Washington that include co-locating of faculty, jointly funded programs, and coordination of legislative and budgetary processes. Collaboration with the research arm of WSU enhances the capacity of WSU Extension to deal with societal problems. Because WSU Extension functions as a university-wide outreach/engagement system, it provides a mechanism by which cutting edge research from across the university can be applied by society and therefore enhance the economic, social and environmental impacts of this research.

## IV. Stakeholder Input

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

- Survey specifically with non-traditional groups
- Targeted invitation to non-traditional stakeholder groups
- Other (Meet with key leaders at local and state level)
- Survey specifically with non-traditional individuals
- Survey of traditional stakeholder groups
- Targeted invitation to non-traditional stakeholder individuals
- Survey of traditional stakeholder individuals
- Targeted invitation to traditional stakeholder individuals
- Use of media to announce public meetings and listening sessions
- Targeted invitation to traditional stakeholder groups
- Survey of selected individuals from the general public
- Survey of the general public
- Targeted invitation to selected individuals from general public

#### Brief explanation.

A private consulting firm (Educational Marketing Group) was retained in August 2005 by WSU Extension to conduct a thorough analysis and make recommendations for "Positioning Extension for the 21st Century." Focus groups and tours were conducted in December through March. Stakeholder input was obtained via an online survey. Reports from EMG are used to shape the Plan of Work 2007-2011.

In 2004 WSU Extension launched the "Friends of Extension" Information Network, <http://ext.wsu.edu/ce.cahe/administration/FriendsofExtension.pdf>, to build a cadre of local clientele who provide input to extension leadership and publicly support Washington State University and WSU Extension to decision makers. One hundred forty three individuals have been named and are engaged in a stakeholder input process.

Numerous mechanisms are in place to garner stakeholder input including surveying stakeholders in formal and informal manners, conducting public meetings, meeting with selected individuals from the leadership positions, and conducting focus group sessions.

Input from stakeholders is used to prioritize spending, identify emerging issues, redirect existing programming, redirect research, hire and reassign personnel, and in setting overall priorities for the organization.

**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 Surveys
- Use External Focus Groups
- Other (Meetings with community and state leadership)
- Open Listening Sessions
- Needs Assessments
- Use Internal Focus Groups
- Use Advisory Committees

**Brief explanation.**

All county offices have an advisory system. Most have formal advisory committees that meet regularly, and all have been encouraged to do so. These committees represent the makeup of the constituents in the county, with specific efforts to obtain input from typically under-represented groups. When it is difficult to obtain formal input from such constituents because they do not want to participate in a committee, then a system of informal input is used. County Directors also obtain input from County Commissioners, personal contacts, local agencies and organizations, and through the use of key people in that community. County Directors were surveyed in September 2005 as to their participation via formal membership in local economic development entities. Approximately two-thirds of counties actively seek stakeholder input via structured advisory processes.

**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**

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

**Brief explanation**

In strategic planning processes

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

- In the Action Plans
- In the Budget Process
- Other (In strategic planning processes)
- To Set Priorities
- In the Staff Hiring Process
- Redirect Research Programs
- Redirect Extension Programs
- To Identify Emerging Issues

**Brief explanation.**

Input from stakeholders helps WSU Extension discover needs, understand emerging issues, and evaluate the

effectiveness of programming. This insight helps improve the effectiveness of programming and administrative procedures by informing processes that lead to enhancement of program design, allocation of budgets for optimal results, hiring and locating personnel for maximum impact, and effectively communicating with the general public. WSU Extension strives to use stakeholder collection processes that are customized to the needs of various component parts of the organization making information from these processes as useful as possible at the appropriate level.

**V. Planned Program Table of Content**

S. NO.	PROGRAM NAME
1	Enhance Economic Opportunities for Agricultural Enterprises while Protecting Washington's Resources
2	Create and Sustain Vibrant Communities and Urban Neighborhoods
3	Improve Health and Wellness of the Residents of Washington
4	Empower Youth and Families to Achieve Social, Economic and Educational Success
5	Enhance Natural Resources and Environmental Stewardship

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

**Program #1**

**1. Name of the Planned Program**

Enhance Economic Opportunities for Agricultural Enterprises while Protecting Washington's Resources

**2. Brief summary about Planned Program**

WSU Extension programs in agriculture offer producers and processors of farm products education to help them improve profitability and competitiveness while preserving and enhancing the natural resources and rural environment. Farm owners, operators, professional managers and advisors obtain and apply knowledge that leads to sustainable stewardship practices, consistent with producer objectives. To stabilize economic uncertainty due to fluctuating prices, risk management educational programs help producers make production and management decisions to lower their costs. Educational programs support the adoption of value-added agricultural products and sustainable management practices. Through the improved implementation of Integrated Pest Management (IPM) strategies, producers may reduce the pesticide load in the environment to safeguard human and environmental health. The ability of producers to use global positioning satellite systems and associated technology may allow them to more precisely apply agricultural inputs and meet environmental regulations. Extension programs aid in the establishment of local food systems by connecting producers with consumers to enhance the economic, environmental and social well-being of those communities.

**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%			
205	Plant Management Systems	30%			
213	Weeds Affecting Plants	10%			
216	Integrated Pest Management Systems	20%			
307	Animal Production Management Systems	10%			
601	Economics of Agricultural Production and Farm Management	10%			
	<b>Total</b>	100%			

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

#### 1. Situation and priorities

##### Situation:

Five primary livestock species, aquaculture, and over 300 different crops that contribute to the state's economy represent Washington's diversity in agriculture. The combined farm-gate value of agricultural commodities in Washington reached a record high of \$ 5.94 billion in 2004 (Washington Agricultural Statistics, 2005). Agricultural production, processing, and marketing contribute to approximately \$30 billion annually to the state's economy. State

The diverse environment of Washington's agriculture, attributed to variations in elevations from sea level to over 4,000 feet, annual rainfall from 6 to over 140 inches, and annual frost-free growing days from 75 to 300 days meets the needs of an ethnically diverse culture of agricultural producers and processors. These individuals bring novel approaches to production and processing along with a desire to learn new techniques and technologies. In many ways, the diverse climates of Washington are an ideal backdrop for creating and sustaining diverse agricultural operations managed by very diverse individuals. State

Natural resource stewardship is a powerful social, political, and economic force in the region, increasingly influencing the management of farmlands and urban areas.

Research and Extension have expanded the production, management, and marketing skills of the owners and managers of production and processing units. The natural environment has areas where annual rainfall is insufficient for the production of high-value crops and large irrigation systems currently provide low-cost supplies of water. In addition, the application of integrated pest management principles is changing the way producers use agricultural fertilizers and chemicals to increase productivity and manage pests.

Organic food sales are increasing 20-30% per year and many Washington growers are assessing the feasibility of organic production or actively developing organic production systems. WSU Extension has made investments to support organic agriculture to enable organic producers to have greater economic impact in the state by profitably producing quality products with minimal environmental impacts. WSU Extension programs provide research based methods and strategies to allow for the transition or continuation of organic agriculture production with the greatest opportunity for organic food and fiber production economic success. State

Washington grape acreage doubled in the past ten years and the number of wineries increased from 15 to more than

160.WSU Extension has enhanced its capacity to serve this important industry, and has an active alliance with the rapidly expanding grape and wine industry. Research and Extension programs support the production of superior quality grapes and value added grape products.

Priorities:

WSU Extension will develop programming that addresses key agricultural issues. Principle issues that will be addressed are described below.

- Sustaining Economically Viable Food Production
- Managing the Risk Associated with Agricultural Production
- Developing Alternative Crops and Markets
- Harvesting Clean Energy from Farm Fields
- Supporting Viable Growth of Organic Agriculture
- Protecting Crops and Animals from Pests and Diseases

**2. Scope of the Program**

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

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

**1. Assumptions made for the Program**

Agriculture is a key component of Washington’s economy. Continued technical support is necessary to sustain this resource. Furthermore, the costs of not addressing issues can be measured in several ways: 1) loss of the agriculture resource base will reduce incomes and quality of life of rural populations; 2) lack of viable agricultural enterprises may result in urbanization of farm land eliminating this resource forever; 3) poor farming practices can result in permanent loss of arable land; 4) loss of agricultural viability will result in deterioration of rural infrastructure, i.e. transportation, hospitals, government services, and supporting businesses and industries; and 5) a poorly managed agricultural resource will result in deterioration of natural resources such as soil, water, and crop and rangeland, and loss of plant and animal diversity.

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

The agricultural sector will become more profitable and sustainable resulting in greater food security and quality of life for all residents of Washington.

**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	50.0	0.0	0.0	0.0
2010	50.0	0.0	0.0	0.0
2011	50.0	0.0	0.0	0.0
2012	50.0	0.0	0.0	0.0
2013	50.0	0.0	0.0	0.0

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

**1. Activity for the Program**

WSU Extension works with the people of Washington State to address agricultural, natural resource, and environmental issues by providing information, education, technical assistance, and local development programs. Our programs are available to all without discrimination.

WSU Extension will address this goal directly through educational programs, demonstration activities, and facilitation processes. Training programs for faculty, staff, volunteers and appropriate partner organizations as well as for specific clientele groups, the general public and underserved populations will be conducted. Educational programs will address the following:

- Sustaining Economically Viable Food Production

- Managing the Risk Associated with Agricultural Production
- Developing Alternative Crops and Markets
- Harvesting Clean Energy from Farm Fields
- Supporting Viable Growth of Organic Agriculture
- Protecting Crops and Animals from Pests and Diseases
- Enhancing Farm Profitability through Value Added Products and Processes
- Protecting and Enhancing the Agricultural Natural Resource Base

Other outreach techniques will include field demonstrations, mass media (such as web pages, video streams, newspapers and newsletters), workshops and meetings. Trained volunteers will support programming efforts.

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

**3. Description of targeted audience**

Commercial and small-scale agricultural producers, interest groups, WSU employees, industry support and agency personnel, consumers, rural families, single parent subsistence farm families, and ethnic minorities associated with agriculture.

**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	50000	100000	25000	0
2010	50000	100000	25000	0
2011	50000	100000	25000	0
2012	50000	100000	25000	0
2013	50000	100000	25000	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	20	0
2010	0	20	0
2011	0	20	0
2012	0	20	0
2013	0	20	0

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

**1. Output Target**

- Number of integrated research and extension programs fostered for intrastate, interstate and international impacts.

**2009** :12                      **2010** :13                      **2011** :14                      **2012** :15                      **2013** :16

- Number of contacts with minority stakeholders within the state resulting in increased knowledge about sustainable agricultural practices.

**2009** :12000                      **2010** :13000                      **2011** :14000                      **2012** :15000                      **2013** :16000

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

<b>O. No</b>	<b>Outcome Name</b>
1	Percentage of educational activity attendees that increased their knowledge about practices that can enhance agricultural profitability and competitiveness.
2	Percentage of educational activity attendees that plan to effectively manage the risks of market price variation, adverse environmental inputs, changing government programs, and variation in public awareness about nutrition and food safety.
3	Percentage of educational activity attendees that can recognize and evaluate the economic, environmental and social opportunities of alternative plant and animal production systems including production of bio-energy, bi-product utilization, agritourism, and value-added processing.
4	Percentage of educational activity attendees that increased their knowledge of organic production practices, regulations, and marketing opportunities.
5	Percentage of educational activity attendees that increased their knowledge of effective pest management practices, conservation tillage systems, and/or riparian management methods that protect endangered species and the environment and safeguard human health.
6	Number of Extension faculty and staff creating, implementing and evaluating culturally competent programs to increase the diversity of Extension program participants and partners.
7	Number of organic farms and ranches certified in Washington that were assisted by Extension programming or through partnerships between Extension and other agencies and organizations.
8	Estimated reduction dollars spent for chemical pesticides among farms utilizing integrated pest management strategies.

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

Percentage of educational activity attendees that increased their knowledge about practices that can enhance agricultural profitability and competitiveness.

**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)**

- 102 - Soil, Plant, Water, Nutrient Relationships
- 112 - Watershed Protection and Management
- 205 - Plant Management Systems
- 213 - Weeds Affecting Plants
- 216 - Integrated Pest Management Systems
- 307 - Animal Production Management Systems
- 601 - Economics of Agricultural Production and Farm Management

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

Percentage of educational activity attendees that plan to effectively manage the risks of market price variation, adverse environmental inputs, changing government programs, and variation in public awareness about nutrition and food safety.

**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
- 216 - Integrated Pest Management Systems
- 601 - Economics of Agricultural Production and Farm Management

**Outcome #3****1. Outcome Target**

Percentage of educational activity attendees that can recognize and evaluate the economic, environmental and social opportunities of alternative plant and animal production systems including production of bio-energy, bi-product utilization, agritourism, and value-added processing.

**2. Outcome Type :** Change in Action Outcome Measure**2009** 60**2010** : 65**2011** : 70**2012** 70**2013** :70**3. Associated Institute Type(s)**

•1862 Extension

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

- 102 - Soil, Plant, Water, Nutrient Relationships

- 112 - Watershed Protection and Management
- 205 - Plant Management Systems
- 307 - Animal Production Management Systems
- 601 - Economics of Agricultural Production and Farm Management

**Outcome #4**

**1. Outcome Target**

Percentage of educational activity attendees that increased their knowledge of organic production practices, regulations, and marketing opportunities.

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

**2009** 85                      **2010** : 85                      **2011** : 85                      **2012** 85                      **2013** :85

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

- 1862 Extension

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

- 102 - Soil, Plant, Water, Nutrient Relationships
- 205 - Plant Management Systems
- 213 - Weeds Affecting Plants
- 216 - Integrated Pest Management Systems
- 307 - Animal Production Management Systems
- 601 - Economics of Agricultural Production and Farm Management

**Outcome #5**

**1. Outcome Target**

Percentage of educational activity attendees that increased their knowledge of effective pest management practices, conservation tillage systems, and/or riparian management methods that protect endangered species and the environment and safeguard human health.

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

**2009** 85                      **2010** : 85                      **2011** : 85                      **2012** 85                      **2013** :85

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

- 1862 Extension

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

- 102 - Soil, Plant, Water, Nutrient Relationships
- 112 - Watershed Protection and Management
- 205 - Plant Management Systems
- 216 - Integrated Pest Management Systems
- 307 - Animal Production Management Systems

**Outcome #6**

**1. Outcome Target**

Number of Extension faculty and staff creating, implementing and evaluating culturally competent programs to increase the diversity of Extension program participants and partners.

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

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

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

•1862 Extension

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

- 102 - Soil, Plant, Water, Nutrient Relationships
- 112 - Watershed Protection and Management
- 205 - Plant Management Systems
- 213 - Weeds Affecting Plants
- 216 - Integrated Pest Management Systems
- 307 - Animal Production Management Systems
- 601 - Economics of Agricultural Production and Farm Management

**Outcome #7**

**1. Outcome Target**

Number of organic farms and ranches certified in Washington that were assisted by Extension programming or through partnerships between Extension and other agencies and organizations.

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

**2009 :**70                      **2010 :**80                      **2011 :**90                      **2012 :**100                      **2013 :**110

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

•1862 Extension

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

- 205 - Plant Management Systems
- 307 - Animal Production Management Systems
- 601 - Economics of Agricultural Production and Farm Management

**Outcome #8**

**1. Outcome Target**

Estimated reduction dollars spent for chemical pesticides among farms utilizing integrated pest management strategies.

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

**2009 :**2000000                      **2010 :**2000000                      **2011 :**3000000                      **2012 :**3000000                      **2013 :**3000000

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

•1862 Extension

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

- 216 - Integrated Pest Management Systems

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

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

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

#### **Description**

Washington agriculture faces many issues related to economic and biological sustainability. Among these issues are urbanization of agricultural lands and societal issues related to agriculture including public concern about food safety, declining farm populations and rural communities, and public sensitivity to the role of agriculture and environmental influences—particularly related to endangered species and consolidation of farms and ranches in agribusiness firms into fewer, larger units. In addition, the ability to compete in international markets, reduced government support programs and a shift toward market-driven product pricing for agriculture coupled with increased volatility of commodity and input prices and the need to build coalitions (farmers, environmentalists, others) to negotiate economically feasible, environmentally protective resolutions to agriculture and environmental problems will also affect the outcomes of programming. Other issues affecting programming include rural infrastructure supporting agriculture, e.g. agri-services, transportation systems, communications, and governmental services as well as quality of air, water and landscapes.

### **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)
- During (during program)

#### **Description**

Evaluation will be conducted to facilitate the success of the project by providing accurate, up-to-date information that allows for modification of the project in process (formative evaluation) and to identify the range of activities, outcomes, and impacts as a result of the project. The outcomes include the benefits to direct recipients of the training (summative evaluation). Formative evaluations provide information to help guide the immediate future of the project or training. Summative evaluations, across representative contexts, provide information to help conclude what worked, what did not work, and why. Both formative and summative evaluations will be used to address four key questions:

1. What was the effectiveness of the materials used in the training sessions?
2. How did participants react to the training?
3. Did participants gain confidence, knowledge, and expertise in the process?
4. What practices do participants plan to use?

#### **2. Data Collection Methods**

- Observation
- Mail
- Tests
- Telephone
- On-Site

#### **Description**

•Pre- and post-workshop surveys as well as follow-up surveys. •Results from on-farm testing. •Faculty, staff, and partner observations of practice changes in the agriculture production units.

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

**Program #2**

**1. Name of the Planned Program**

Create and Sustain Vibrant Communities and Urban Neighborhoods

**2. Brief summary about Planned Program**

WSU Extension's community development program works with the people of Washington to realize their desired future by delivering educational programs and applied research leading to leadership development, community capacity building and good public policy. This is accomplished through economic, social, and demographic trend analysis; initiatives to bridge the digital divide; poverty reduction programs; leadership education; assistance in public policy development; and the delivery of continuing education offerings through the WSU Learning Centers. In meeting these objectives WSU Extension works with Colleges and campuses across the WSU system contributing to university-wide outreach. Formal outreach partnerships are currently in place between WSU Extension and the Colleges of Liberal Arts, Engineering, Nursing, Education, and the College, Human and Natural Resource Sciences along with the WSU Distance Degree Program. Other partners include local and state governmental entities, community colleges, other baccalaureate institutions, tribal governments, non-profits and the private sector. of Agriculture

**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
803	Sociological and Technological Change Affecting Individuals, Families and Communities	70%			
805	Community Institutions, Health, and Social Services	30%			
	<b>Total</b>	100%			

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

**1. Situation and priorities**

Situation:

Washington is a state of great demographic contrasts. It is a state of vast rural areas, yet the vast majority (over 80%) of its population resides in urban areas. Rural communities that were once dependent on agriculture, forestry, and fishing are struggling as these enterprises have reduced in scope (forestry and fisheries) or as increased labor efficiency has resulted in fewer jobs within these sectors.

Rural and urban dwellers often have differing views about the future of the state, and proponents of urban growth and job creation are often in conflict with those striving for sustainable development, preservation of agricultural and forest lands, and protection of endangered species, wetlands and watersheds.

Large numbers of migrants primarily from Mexico and Central America now reside in Washington, and some counties now have a majority population of Latinos. This demographic shift has resulted in both positive outcomes (new markets, new business start ups) and challenges to existing infrastructure such as schools, healthcare, and the judicial system.

The population is also increasingly segmented into "haves" and "have nots" relative to financial resources. Education is a very powerful tool in leveling this field, but access to education is not universal. Individuals with limited means are often place-bound and need access to education near where they work and live.

Priorities:

WSU Extension's community development program works with the people of Washington to realize their desired future by delivering educational programs and applied research leading to leadership development, community capacity building and good public policy. This is accomplished through economic, social, and demographic trend analysis; initiatives to bridge the digital divide; poverty reduction programs; leadership education; assistance in public policy development; and the delivery of continuing education offerings through the WSU Learning Centers. In meeting these objectives WSU Extension works with Colleges and campuses across the WSU system contributing to university-wide outreach. Formal outreach partnerships are currently in place between WSU Extension and the Colleges of Liberal Arts, Engineering, Nursing, Education, and the College, Human and Natural Resource Sciences along with the WSU Distance Degree Program. Other partners include local and state governmental entities, community colleges, other baccalaureate institutions, tribal governments, non-profits and the private sector.

**2. Scope of the Program**

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

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

**1. Assumptions made for the Program**

Communities are the fundamental social structures through which people meet their social, economic and cultural needs. Healthy, vibrant communities are the foundation for a strong State. WSU Extension has a central role in assisting communities. WSU Extension's assistance will focus on providing information for informed decisions, applied research to solve problems and educational offerings that enhance the skills of community leaders.

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

- Community leaders, elected and appointed officials will have the information and skills to make good decisions. •State and Tribal leaders, elected and appointed officials will have the information and resources to make good public policy.
- Poverty will be reduced in rural communities as a result of local leadership activities. •Place-bound adults will have access to distance degree programs, professional certificates, and continuing education aimed at better their socio-economic situation.
- Hispanic communities and other culturally diversity communities will be have increased access to WSU Extension and other University programs.

**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	35.0	0.0	0.0	0.0
2010	35.0	0.0	0.0	0.0
2011	35.0	0.0	0.0	0.0
2012	35.0	0.0	0.0	0.0
2013	35.0	0.0	0.0	0.0

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

**1. Activity for the Program**

The WSU Extension Community Development program will conduct educational and development programming and create educational materials and other resources in the following topical areas.

- Helping communities deal with challenging issues through facilitation and consensus building.
- Helping leaders make better decisions by providing them with user-friendly demographic and social data coupled with training on how to both interpret and utilize these dat
- Conducting leadership and organizational management training for community leaders through the Certified Public Officials program, the Policy Consensus Center, and the Partnership for Rural Improvement.
- Helping communities and organizations bridge the digital divide through education and awareness of needs and issues.
- Helping communities, organizations and individuals become more energy efficient and energy sustainable.
- Supporting economic development by connecting communities and individuals with critical needs to solutions originating from all of the colleges and campuses of WSU.

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

**3. Description of targeted audience**

Community leaders, elected and appointed officials. State officials, tribal leaders, non-profit leaders, community residents.

**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	27000	5000	500	0
2010	30000	5000	500	0
2011	32000	5000	500	0
2012	34000	5000	500	0
2013	35000	5000	500	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	2	0
2010	0	2	0
2011	0	2	0
2012	0	2	0
2013	0	2	0

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

**1. Output Target**

- Number of integrated research and extension Community Development programs performed within the state, across state-lines and internationally.

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

- Number of contacts with minority stakeholders within the state.

**2009 :8000                      2010 :10000                      2011 :12000                      2012 :13000                      2013 :13000**

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

<b>O. No</b>	<b>Outcome Name</b>
1	Number of persons completing a WSU leadership development program that serve in a community/county/state or agency leadership role (appointed, elected, non-profit, volunteer community group).
2	Percentage of attendees at educational activities that increased their knowledge about leadership, organizational management, and community betterment.
3	Percentage of clients that change their mode of operation to include collaborative approaches to public policy development and/or number of clients that incorporate applied research findings and research-based recommendations into public policy.
4	Number of Extension educators creating, implementing and evaluating culturally competent programs to increase the diversity of Extension program participants and partners.

**Outcome #1**

**1. Outcome Target**

Number of persons completing a WSU leadership development program that serve in a community/county/state or agency leadership role (appointed, elected, non-profit, volunteer community group).

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

**2009** :80                      **2010** : 100                      **2011** : 120                      **2012** :140                      **2013** :150

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

- 1862 Extension

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

- 805 - Community Institutions, Health, and Social Services

**Outcome #2**

**1. Outcome Target**

Percentage of attendees at educational activities that increased their knowledge about leadership, organizational management, and community betterment.

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

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

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

- 1862 Extension

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

- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities
- 805 - Community Institutions, Health, and Social Services

**Outcome #3**

**1. Outcome Target**

Percentage of clients that change their mode of operation to include collaborative approaches to public policy development and/or number of clients that incorporate applied research findings and research-based recommendations into public policy.

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

**2009** :95                      **2010** : 95                      **2011** : 95                      **2012** :95                      **2013** :95

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

- 1862 Extension

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

- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities
- 805 - Community Institutions, Health, and Social Services

**Outcome #4**

**1. Outcome Target**

Number of Extension educators creating, implementing and evaluating culturally competent programs to increase the diversity of Extension program participants and partners.

**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)**

- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities
- 805 - Community Institutions, Health, and Social Services

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

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

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

**Description**

All community capacity building projects are affected by stakeholder readiness to participate. Economic downturns, competing public priorities and policy changes often impact community residents, leaders, state officials, etc. readiness to engage in a local/state project or educational program. Significant funding reductions could impact all programs.

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

**1. Evaluation Studies Planned**

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

**Description**

Formative evaluations will be conducted during projects to facilitate their success. Summative evaluations of projects will focus on "what worked, what did not work, and why."

**2. Data Collection Methods**

- Case Study
- On-Site
- Observation
- Structured

**Description**

- Pre- and post-workshop surveys
- Structure follow-up interviews with State agency or community clients
- Case studies of collaborative problem-solving projects
- Extension educator and/or partner observations of practice changes in communities or organizations

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

**Program #3**

**1. Name of the Planned Program**

Improve Health and Wellness of the Residents of Washington

**2. Brief summary about Planned Program**

Investing in the health of Washington state's residents is fundamental to maintaining a thriving social and economic culture. Washington State University Extension has been making educational investments to insure healthy futures for families and youth for many years. Programs in nutrition and food safety have long focused on helping citizens make food choices that lead to good health. Food safety programs teach skills that decrease the likelihood of illness from poor hygiene or food borne pathogens, and nutrition programs provide information that promotes healthy and affordable diets. Health care issues today are among the nation's most pressing priorities. As costs have skyrocketed, access to quality care has diminished for many. In response, the scope of WSU Extension's health-related educational programs is growing. Our educational efforts now address a broader spectrum of health issues with a focus on reducing chronic diseases and related complications by increasing the health literacy of Washington residents. The priority constituents for Extension health programs are those groups who are underserved by traditional health care systems because of low income, language barriers, geographic isolation or other challenges. Because Extension educators use teaching strategies and tools that translate technical information into knowledge that can be easily applied, they increase health literacy in local communities and facilitate the adoption of new behaviors that lead to better health. Extension also creates partnerships across the university in designing and delivering health-related programs. Research based in the Colleges of Pharmacy and Nursing, as well as the interdisciplinary Health Research and Education at WSU Spokane, can be translated to practice and real world application through Extension's community connections. A partnership with the WSU Area Health Education Center also strengthens our capacity to address health care access and policy issues in rural communities.

**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	55%			
704	Nutrition and Hunger in the Population	10%			
712	Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins	15%			
724	Healthy Lifestyle	20%			
	<b>Total</b>	100%			

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

### 1. Situation and priorities

#### Situation:

The U.S. Surgeon General has identified health literacy as the "currency for staying healthy" and links it to three national priorities: improving emergency preparedness, eliminating health disparities and preventing disease. As a public health problem, limited health literacy results in inappropriate utilization of health care services, rising medical expenditures, poor self-management of chronic disease, and lack of initiative in adopting lifestyle practices that prevent the development of long-term health problems. It is estimated that low health literacy costs the U.S. health care system \$30-70 billion annually. In Washington state, the effects of low health literacy mirror national trends. Rising rates of obesity and related chronic diseases are a major public health concern. For example, 400 thousand Washingtonians (6 percent of the population) have diabetes, one of the leading causes of heart disease, stroke, kidney failure and lower limb amputations. Of people over age 40, 30% of Latinos, 25% of African Americans, 50% of Native Americans, and 12% of Caucasians have diabetes. The projections from the Center for Disease Control are even bleaker: one in three children born in the U.S. five years ago is expected to become diabetic in their lifetimes and for Latinos, the forecast is one in every two. Effective self-management of diabetes is critical, not only to prolong the lives of its victims but also to decrease the burden of rising health care costs. While medical costs for a diabetic without complications average \$1,600 a year, costs escalate rapidly when conditions related to poor self-management ensue: an average \$30,400 for a heart attack or amputation, \$40,200 for a stroke and \$37,000 for end-stage kidney disease, according to figures from the Caro Research Institute.

People in poverty are over-represented in the population of those with chronic health problems. In 2005, Washington state ranked among the top states in the nation for percentage of people with severe hunger. Inadequate diets and lack of access to affordable nutritious food are linked to obesity and the development of chronic diseases. For example, women with lower family income levels are 50 percent more likely to be obese than those with higher incomes. In addition to issues of food security and dietary quality, families and children in poverty often experience barriers to daily physical activity, another lifestyle factor contributing to better health. Among these barriers are demanding time commitments at multiple low wage jobs, unsafe neighborhoods that restrict outdoor activities, and lack of access to fee-based community recreational resources.

The Center for Disease Control estimates that 5,000 people each year die from food borne illness, and an additional 78 million become ill. Documented food borne disease outbreaks generate an estimated \$9 billion in annual public health costs. The leading cause of food borne illness is poor hand sanitation. Poor food handling practices among consumers and food service employees also contribute to illness and death from food borne pathogens.

#### Priorities:

- Preventing obesity in youth and adult populations through a holistic approach that addresses diet quality, physical activity, family support and community environments.
- Increasing individual and family capacity to manage chronic diseases such as diabetes to reduce later complications that further compromise individual health and add to the public cost of health care.
- Improving food security and food resource management for low-income families to reduce the incidence of hunger in Washington state.
- Translating complex dietary guidance into formats that are easy to understand and apply for diverse groups of children, youth and families.

### 2. Scope of the Program

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

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

### 1. Assumptions made for the Program

The primary assumption underlying health promotion programming is that the health and well-being of Washington residents can be improved through educational interventions that change behavior. Efforts to improve health literacy focus on improving the ability of individuals to obtain, interpret and understand health-related information and services so that they can

use this information to make appropriate health decisions. Health literacy education seeks to close the gap between knowledge and behavior so that people are able to apply information related to preventing and managing disease to their daily lives in ways that ultimately maximize their health. Extension educators work with constituents at high risk for inadequate health literacy including those with chronic diseases, poverty populations, communities of color, rural families with limited access to health care, and pregnant women. Using teaching strategies and tools that encourage skill-building and application, Extension educators design educational interventions that focus on behavior change. Extension also engages community partners in designing and delivering education related to health promotion, based on the assumption that broad community-based interventions have the greatest potential to support individual behavior change over the long term. Extension educators also join in collaborative efforts to change policies in food systems, institutions and workplaces, in hopes that influencing larger systems will also facilitate better health outcomes for individuals.

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

The goal of WSU Extension’s health and wellness program is to support individuals, families and communities to develop and maintain healthy lifestyles, access preventive services, and manage social, mental and physical health in optimal ways.

**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	25.0	0.0	0.0	0.0
2010	25.0	0.0	0.0	0.0
2011	25.0	0.0	0.0	0.0
2012	25.0	0.0	0.0	0.0
2013	25.0	0.0	0.0	0.0

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

**1. Activity for the Program**

WSU Extension will develop, evaluate and disseminate educational programs and curricula that increase health literacy and facilitate the adoption of health behaviors that lead to the prevention and effective management of chronic disease. The major components of our educational activities can be grouped into three areas: nutrition education, including dietary quality, healthy lifestyle promotion and food security issues; food safety, including safe food handling and preservation, and hand sanitation/hygiene; and chronic disease management, including self-management to reduce complications and prevention education to reduce future incidence.

Nutrition education activities are largely delivered in partnership with local institutions, including schools and social service agencies. Youth and adult participants are reached directly through workshops and lesson series, as well as indirectly through newsletters, media broadcasts and social marketing efforts. Innovative delivery methods such as public kiosks and web-based modules are also planned. Included in this work are activities focused on obesity prevention and intervention through changes in diet quality and physical activity levels.

Food safety activities include workshops/classes for consumers, commercial food safety training for food workers, phone hotlines, education booths at public venues, media features, and the Germ: Clean Hands, Healthy People Program. Volunteers are engaged in food safety program delivery in some areas. City

Disease management programs will be delivered to individuals through workshops and series lessons, and also in partnership with health care providers and employers. Indirect methods will include newsletters, media, web-based information and social marketing efforts. While initial educational interventions in Washington have focused on diabetes, it is anticipated that over time our efforts will be expanded to address other chronic diseases.

**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>● Newsletters</li> <li>● Other 1 (Video Streams)</li> <li>● TV Media Programs</li> <li>● Web sites</li> <li>● Public Service Announcement</li> </ul>

**3. Description of targeted audience**

Priority audiences are groups underserved by traditional health care systems because of low income, language barriers, geographic isolation or other challenges. Outreach to others serving these groups such as health care providers, employers, social service agency personnel, child care providers, school personnel and local decision-makers are an additional audience. Professionals in food service and processing industries are a specific audience for food safety efforts.

**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	50000	100000	25000	0
2010	50000	100000	25000	0
2011	50000	100000	25000	0
2012	50000	100000	25000	0
2013	50000	100000	25000	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	2	0
2010	0	2	0
2011	0	2	0
2012	0	2	0
2013	0	2	0

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

**1. Output Target**

- Percentage of culturally diverse participants in nutrition and chronic disease management programs.

2009 50

2010 50

2011 :50

2012 50

2013 50

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

<b>O. No</b>	<b>Outcome Name</b>
1	Percentage of participants reporting improved nutritional quality of diet
2	Percentage of participants reporting improved hand washing practices

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

Percentage of participants reporting improved nutritional quality of diet

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

2009 :50

2010 : 50

2011 : 55

2012 :55

2013 :55

**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 reporting improved hand washing practices

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

2009 :30

2010 : 35

2011 : 35

2012 :40

2013 :40

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

- 1862 Extension

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

- 712 - Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins
- 724 - Healthy Lifestyle

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

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

**Description**

Both economic pressures and natural disasters that affect food supply would have major effects on access to and affordability of nutritious food for families, as well as access to affordable health care. Natural disasters could also impact safe food storage and handling, which in turn would affect the outbreak of food borne disease. With a target audience of low income families, changes in government public assistance and health care subsidy programs would also impact the capacity of families to make healthy lifestyle changes and to effectively manage chronic diseases. The influx of new immigrant groups poses challenges to health educators in addressing cultural adaptation to American diets, food sources and health care practices, and could thereby affect outcomes as well. In general any policy or economic change that erodes local, state and national health care infrastructures will negatively impact the capacity of people to achieve outcomes related to improved health behaviors.

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

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

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

#### **Description**

Pre and post workshop or series lesson surveys will be conducted for most program offerings. In some cases, retrospective pre-post surveys will be utilized when conducting true pre-tests is inadvisable. Observation data from relevant sources (teachers, health care providers) may also be included to document outcomes. Low income nutrition programs include evaluation protocols for both short term knowledge and intent to change indicators (end of session) and medium term behavior change (follow-up and end of series surveys). Outcome evaluation for chronic disease management includes three month follow up surveys to document lifestyle and management practice change, and medical testing to document changes in health indicators such as blood pressure and A1C hemoglobin blood levels. For all program offerings, process evaluations will be conducted to insure ongoing program quality in content and delivery methods.

### **2. Data Collection Methods**

- Observation
- Telephone
- Mail
- Case Study
- On-Site

#### **Description**

Pre and post surveys for low income nutrition programs are developed at state level and utilized in all local programs. In addition, some programs supplement this standard information with observation and case study data. Evaluation procedures for hand-washing programs have been developed by a multi-state Germ City Program team and are part of the research component of this project. Three month follow-up data for chronic disease management programs are collected through self report of participants (survey) and through simple medical tests (blood pressure and blood sample) that are administered by a trained health care professional hired by the local extension educator.

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

**Program #4**

**1. Name of the Planned Program**

Empower Youth and Families to Achieve Social, Economic and Educational Success

**2. Brief summary about Planned Program**

WSU Extension through its 4-H Youth Development Program addresses positive youth development for young people, their families and their communities. Youth development is the natural process of enhancing one’s capabilities. While it occurs through a youth’s daily experiences with people, places and possibilities, it is far too important to be left to chance. While young people will develop without intervention, whether the process is positive or negative depends upon building the capacity (or assets)of each youth. The attainment of these assets in 4-H is generally referred to as "building life skills'. This life skill enhancement is the foundation of all 4-H Youth Development work. Youth are not independent creatures able to develop free of outside influences. While it has been long accepted that parents, siblings, and local communities make significant impact on a youth’s life, youth today are influenced by values and ideas far beyond the borders of any single family or community. Youth are now exposed to a myriad of outside influences from the world-wide web, cable/satellite television, and other technologies. 4-H Youth Development uses planned educational outreach programming and opportunities to build not only the life skills of youth but also of the adults who mentor them. 4-H connects youth people with their communities and their communities with young people.

WSU Extension adds further value to its work in youth development through its capacity to engage their families. Parents have the greatest potential for supporting a young person’s successful transition to adulthood. Extension professionals in youth and family development work together to insure that both parents and young people are accessing the skills they need to build strong families. In addition, Extension supports family development by training other professionals who provide parenting education and child care to families in communities across the state and 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
802	Human Development and Family Well-Being	20%			
806	Youth Development	80%			
	<b>Total</b>	100%			

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

**1. Situation and priorities**

Situation:

Through our youth, we invest in Washington’s future. Researchers, youth workers, and policy makers are recognizing that it is both short-sighted and expensive to focus attention entirely on acute problems of troubled youth while ignoring more effective and economically viable preventative measures. Today, increasing attention is paid to what factors make youth resilient and thus able to overcome adversity and ways in which problems among youth could be prevented at earlier ages. Public concern and policy directed toward youth has also shifted from public investments in programs targeting specific problems and threats to young people (smoking, sexually transmitted diseases, unintended pregnancies, alcohol and other drug use, juvenile

delinquency and youth crime) to a broader, more holistic view of helping youth to realize their full potential.

A significant proportion of Washington's children are at substantial risk for negative outcomes—abuse, neglect, poor health, substance abuse, teenage pregnancy and violence. In 2002, 16.7% of Washington's children lived in poverty (Washington Counts in the 21st Century). Poverty exacerbates other risk factors, and is the central reason many children and families do not thrive. These children and youth need to be in environments where they have the opportunity to acquire the basic skills they need to become responsible family/community members, participants in the workforce and contributing citizens.

An additional critical issue facing Washington's youth is the record high levels of military deployment, particularly dependents of National Guard members. Children with parents in the military face many challenges as their parents move frequently and are deployed for long periods of time, frequently to dangerous locations. Other non-military children and adults often do not understand military culture and the impact of deployments, separations, or reunions on these youth and their families. In Washington the stress related needs of youth in National Guard families is particularly poignant with the record high levels of deployment. Currently, 46% of Washington's National Guard members are deployed for terms ranging up to 555 days. Youth in military families need assistance in connecting with other youth, caring adults, and community programs/services, which are sensitive to their specific situations and needs as their parents serve our country.

Priorities:

Washington State University Extension 4-H Youth Development strives to ensure that all of Washington's children and youth have increased opportunities to reach their fullest potential—not only our best-achieving youth but our most distressed youth as well. This is accomplished by delivering programs that address the following strategic priorities: Providing formal and non-formal experiential learning opportunities

- Developing essential life skills that will benefit youth throughout their lifespan
- Fostering leadership and volunteerism in youth and adults
- Strengthening families and communities
- Promoting health and wellness in youth
- Promoting active citizenship (youth in governance, community service, and leadership)
- Strengthening science, technology and engineering literacy

**2. Scope of the Program**

- Multistate Extension
- 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**

Our youth are tomorrow's leaders, but they are also capable of leadership today. A young person's early engagement in leadership life skill building pays dividends throughout their life. 4-H Youth Development creates and promotes programs and activities that help youth acquire critical skills and convey a sense of community connectedness.

WSU Extension adds further value to its work in 4-H Youth Development by engaging families. Parents have the greatest potential for supporting a young person's successful transition to productive adulthood. Extensions professionals in youth and family development will collaborate to insure that both parents and young people are acquiring skills necessary to build strong families. The strengthening of families also leads to stronger communities. In addition, Extension supports youth and family development by training other professionals who provide parenting education and child care to families in communities across the state and region.

Research increasingly demonstrates that "protective factors" in families are effective in reducing risks that stand in the way of positive youth development. Through our partnerships with researchers at state agencies and in WSU Departments, Extension is able to document that its family education programs boost the protective factors that positively impact youth outcomes.

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

Youth and adults in Washington will attain critical skills and habits that lead to increased educational attainment, reduced risky behaviors, improved economic success, enhanced social skills and demonstrated leadership abilities.

**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	26.0	0.0	0.0	0.0
2010	26.0	0.0	0.0	0.0
2011	26.0	0.0	0.0	0.0
2012	26.0	0.0	0.0	0.0
2013	26.0	0.0	0.0	0.0

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

**1. Activity for the Program**

WSU Extension works with all of the peoples of Washington State to address positive youth development issues by providing information, experiential education, activities, technical assistance and local capacity enhancement. Our programs are available to all without discrimination. Indeed we are proactive in addressing the special needs of unique youth audiences and the adults who support their efforts.

WSU Extension will address this goal directly through educational programs, demonstration activities, and facilitated processes. Training programs and professional development will be conducted for faculty, staff, volunteers, and partner organizations as well as for specific groups such as professional child care providers. Particular outreach efforts will be made for underserved and emerging populations.

Educational programs will address the following:

- Strengthening a sense of belonging for youth so that they will feel emotionally and physically safe in these educational settings and develop positive relationships with supportive, caring adults
- Increasing decision-making skills, relationship building, understanding of self, learning, management, navigating group processes and communication skills in youth
- Decreasing negative behaviors (shoplifting, drug use, vandalism, smoking etc) in youth who actively engage in 4-H
- Increasing adoption rates of health and wellness indicators such as regular exercise activities and improved nutritional choices
- Improving safety and quality of child care
- Mastering relevant skills and technical knowledge areas for youth success
- Applying best practice prevention programs (e.g., the Strengthening Families Program for Parents and Youth Ages 10-14) that engage both parents and their youth will be conducted and evaluated statewide with outreach in both English and Spanish languages.

**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>● One-on-One Intervention</li> <li>● Demonstrations</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Web sites</li> <li>● Newsletters</li> <li>● Other 2 (Video Streaming)</li> <li>● TV Media Programs</li> <li>● Other 1 (Publications)</li> </ul>

**3. Description of targeted audience**

The youth, adults, and families of Washington and the agencies, decision makers and organizations that support and mentor them.

**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	9000	15000	70000	0
2010	9000	15000	70000	0
2011	9000	15000	70000	0
2012	9000	15000	70000	0
2013	9000	15000	70000	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	6	0
2010	0	6	0
2011	0	6	0
2012	0	6	0
2013	0	6	0

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

**1. Output Target**

- Number of 4-H Youth Development educational events/activities/programs designed for life skill enhancement.

2009 :700

2010 :800

2011 :900

2012 :1000

2013 :1000

- Number of programs delivered that support creation and maintenance of healthy family structures.

2009 :1

2010 :1

2011 :1

2012 :1

2013 :1

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

<b>O. No</b>	<b>Outcome Name</b>
1	Difference (in percentage points) between 5-year graduation rates of former 4-H youth and the general student population at WSU.
2	Difference (in percentage points) between 4-H youth planning to attend post-secondary institutions after graduation and the general student population.
3	Percentage of educational activity attendees that increased their positive life skill application.
4	Percentage of parents targeted for intervention that demonstrate improved scores on parenting behavior scale.

**Outcome #1**

**1. Outcome Target**

Difference (in percentage points) between 5-year graduation rates of former 4-H youth and the general student population at WSU.

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

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

**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**

Difference (in percentage points) between 4-H youth planning to attend post-secondary institutions after graduation and the general student population.

**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)**

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

**Outcome #3**

**1. Outcome Target**

Percentage of educational activity attendees that increased their positive life skill application.

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

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

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

- 1862 Extension

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

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

**Outcome #4**

**1. Outcome Target**

Percentage of parents targeted for intervention that demonstrate improved scores on parenting behavior scale.

**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)**

- 802 - Human Development and Family Well-Being

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

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

**Description**

Washington's youth face many challenges not of their own making. A significant down turn in Washington's economy would negatively impact the health care, educational and service resources that are available to young people and their families for one example. The public policy associated with youth is an ever-changing playing field. Too often decision makers fail to make the connection between cutting the funding for a summer parks program and the rise in gang activity. While it may seem that a natural disaster that have minimal influence upon youth, it must be remembered that youth must first have a safe environment with their physical needs meet before they can learn. Additionally, decision makers frequently unwilling to fund long term solutions and are often too willing to seek the short term answer that does little or nothing to solve the underlying problems preventing positive youth development. Sufficient external funding resources must be developed in an extremely competitive resource development environment for the 4-H Youth Development Program to flourish.

Washington State is experiencing tremendous population shifts in the ethnic and cultural mix of its young people and families. Currently, 50% of all youth less than 5 years of age are Hispanic. This cultural/language shift will require Extension personnel with the talent to educate effectively in an increasing diverse society.

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

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

**Description**

Evaluation will be conducted to facilitate the success of the project by providing accurate, up-to-date information that allows for modification of the project in process (formative evaluation) and to identify the range of activities, outcomes, and impacts as a result of the project. The outcomes include the benefits to direct recipients of the training or outreach activity (summative evaluation). In addition to the evaluation of individual program efforts, the statewide effectiveness of the 4-H Youth Development experience will be undertaken.

In addition, an evaluation protocol has been developed by the WSU prevention researcher on the Strengthening Families Program Team. A data collection system has been established for programs conducted by WSU Extension personnel and those funded by our state agency partners. Data analyses are currently conducted both for local programs and at the state level. Comparisons between English and Spanish speaking families are included. Observation studies are also conducted to monitor program fidelity. Future plans include a longitudinal study of the impacts on families, and studies including control groups. Implementation of these studies is dependent upon access to new funding.

**2. Data Collection Methods**

- Structured
- Case Study
- Observation
- Sampling
- On-Site

**Description**

The primary data collection methodology will be the 4-H Youth Development Lifeskills Assessment System developed and available on line by Washington State University Extension 4-H Youth Development. This will be our preferred data collection system for assessing statewide impact. This methodology is based upon pre/post surveying.

Additional evaluation information will be collected through trained observation of faculty, staff and volunteers.

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

**Program #5**

**1. Name of the Planned Program**

Enhance Natural Resources and Environmental Stewardship

**2. Brief summary about Planned Program**

We will deliver objective client-focused educational programs that facilitate research-based, responsive, and informed decision making about natural resources and environmental stewardship issues and opportunities to enhance the health and sustainability of renewable resources and to provide ecosystem services for societal well-being while creating economic 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
112	Watershed Protection and Management	30%			
121	Management of Range Resources	10%			
123	Management and Sustainability of Forest Resources	30%			
124	Urban Forestry	5%			
125	Agroforestry	5%			
131	Alternative Uses of Land	5%			
135	Aquatic and Terrestrial Wildlife	10%			
605	Natural Resource and Environmental Economics	5%			
	<b>Total</b>	100%			

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

### 1. Situation and priorities

#### Situation:

Washington's people and communities benefit from research-based management and care of the state's renewable natural resources including: forests, rangelands, waters, fish, and wildlife. These renewable natural resources sustain ecosystem services, societal well-being, and economic opportunities. WSU Extension is the foremost objective provider of client-focused educational programs, and the leader in developing partnerships that facilitate research-based, responsive, and informed decision making about natural resources and environmental stewardship issues and opportunities. WSU Extension will deliver research-based educational programs that help people and communities provide a healthy, sustainable, and economically viable environment through natural resources and environmental stewardship.

#### Priorities:

- Develop more profitable income-generating natural resource-based enterprises.
- Sustain and enhance water availability, both in quality and quantity.
- Manage for the recovery and sustainability of anadromous fish.
- Improve stewardship of forest and rangeland health, water quality, wildlife habitat, and reducing soil erosion.
- Control non-native, invasive species.
- Decrease rates of land conversion, ecosystem fragmentation, and land ownership fragmentation.
- Effectively engage interest groups and stakeholders to address forest, rangeland, and environmental issues.

Enhance the quality of life through urban and community horticulture/forestry.

### 2. Scope of the Program

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

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

### 1. Assumptions made for the Program

Natural resources and environmental stewardship decisions have short- and long-term economic, social, and ecosystem effects and impact air and water, wildlife, timber and non-timber products, grazing, and recreational opportunities. Given sufficient opportunities, information, and assistance, owners and managers are likely to adopt sustainable management practices that enhance both individual and societal benefits including: sustained productivity, improved air and water quality, renewable energy, reduced effects from flooding and drought, sustainable fish and wildlife populations, increased species diversity, potential decrease in the number of threatened and endangered species, decreased risk of catastrophic fire, and decreased number of sites with accelerated soil erosion rates.

Results of inadequate habitat stewardship include decreased natural biodiversity; increased listings of endangered species; depletion of some wildlife and fish populations; increasing human-wildlife conflicts such as deer-auto collisions and agricultural crop and other property damage; and wildlife-borne diseases that threaten human health and safety for individuals and communities.

Rural landowners, including farmers, worry about regulatory solutions including riparian buffers. Habitat enhancement is an important component of anadromous fish recovery. Farmers, ranchers, and family forest owners need education, training and access to research in order to make critical decisions about their properties.

Interest groups with seemingly divergent objectives have become more urgent in their demands, making consensus difficult. These conflicts complicate effective decision-making and management implementation. Lacking in most instances are inclusive, non-threatening forums where civil discourse and consensus building can occur.

Land conversion, ecosystem fragmentation, and "parcelization" impact: 1) natural resource-based businesses, 2) water quality, wildlife habitat, and ecosystem functions, and 3) communities as a result of changing demographics, urban sprawl, and transportation issues. Forest and rangeland owners, managers, and local governments require sound information to make crucial decisions about land conservation. In the absence of these, decisions are likely to result in: high rates of land conversion; increased fragmentation and parcelization of habitats, forest, rangeland, and watersheds; increased pressure for regulations; increased urban sprawl; increased invasions of exotic plants and animals; greater animosity among conflicting user and interest groups; and more conflicts between humans and wildlife.

Once established, non-native plants, animals, insects, and pathogens result in negative economic and environmental consequences because they destroy valuable, cultivated agricultural crops and displace native species and ecosystems.

Without continued research and development; implementation of integrated control measures; extensive educational outreach efforts to individuals and communities; and strong regulatory actions, invasive species problems will only intensify.

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

- Communities, businesses, and individuals become more sustainable and economically viable through the production and use of natural resource based products and services.
- Resolution of complex issues of water availability, quality and quantity, anadromous fish management and recovery, and growth management through the application of the best available research.
- Ecological and economic sustainability of forest and rangeland.
- Adoption of management practices based on sound ecological principles and research findings that provide healthy, productive, and self-sustaining habitat for fish and wildlife populations.
- Improved control and management of non-native, invasive species.
- Reduced impacts of forest and rangeland conversion and parcelization.
- Rural, suburban, and urban communities will collaborate in natural resource decision making that result in social, economic, and environmental benefits.
- Utilization of trees and other plant materials appropriately and in proper locations to enhance quality of life, increase property values, and minimize water and chemical use, reduce risks such as insects, disease, fire, and property damage.

**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	25.0	0.0	0.0	0.0
2010	25.0	0.0	0.0	0.0
2011	25.0	0.0	0.0	0.0
2012	25.0	0.0	0.0	0.0
2013	25.0	0.0	0.0	0.0

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

**1. Activity for the Program**

WSU Extension works with the people of Washington State to address agricultural, natural resource, and environmental issues by providing information, education, technical assistance, and local development programs. Our programs are available to all without discrimination.

WSU Extension will address this goal directly through educational programs, demonstration activities, and facilitation processes. Training programs for faculty, staff, volunteers and appropriate partner organizations as well as for specific clientele groups, the general public and underserved populations will be conducted. Educational programs will address the following issues/needs:

- Developing more profitable income-generating natural resource-based enterprises.
- Sustaining and enhancing water availability, both in quality and quantity.
- Managing for the recovery and sustainability of anadromous fish.
- Improving stewardship of forest and rangeland health, water quality, wildlife habitat, and reducing soil erosion.
- Controlling non-native,

invasive species. •Decreasing rates of land conversion, ecosystem fragmentation, and land ownership fragmentation.  
 •Effectively engaging interest groups and stakeholders to address forest, rangeland, and environmental issues. •Enhancing the quality of life through urban and community horticulture/forestry.  
 Other outreach techniques will include field demonstrations, mass media (such as web pages, video streams, newspapers and newsletters), workshops and meetings. Trained volunteers will support programming efforts.

**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>● One-on-One Intervention</li> <li>● Workshop</li> <li>● Demonstrations</li> <li>● Group Discussion</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> <li>● Web sites</li> <li>● Other 1 (Publications)</li> <li>● Other 2 (Streaming Video)</li> </ul>

**3. Description of targeted audience**

Forest, rangeland, shoreline, and related renewable natural resource owners and managers; decision makers; interest groups; home owners; general public; and youth.

**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	15000	30000	3000	0
2010	15000	30000	3000	0
2011	15000	30000	3000	0
2012	15000	30000	3000	0
2013	15000	30000	3000	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	6	0
2010	0	6	0
2011	0	6	0
2012	0	6	0
2013	0	6	0

## V(H). State Defined Outputs

### 1. Output Target

- Number of educational events (resulting in direct and indirect contacts) conducted to increase awareness among citizens and landowners.

<b>2009</b> 300	<b>2010</b> 300	<b>2011</b> :300	<b>2012</b> 300	<b>2013</b> 300
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- Number of contacts with diverse, underserved and limited resource stakeholders within the state resulting in increased knowledge about natural resources practices.

<b>2009</b> 6000	<b>2010</b> 6500	<b>2011</b> :7000	<b>2012</b> 7000	<b>2013</b> 7000
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**V(I). State Defined Outcome**

<b>O. No</b>	<b>Outcome Name</b>
1	Number of acres (public or private) on which forest or rangeland management was improved as a result of Extension programming or due to partnerships between Extension and other agencies and organizations.
2	Estimated dollars saved or earned by forest, range, fish and wildlife-based income generating enterprises resulting from Extension programming and/or partnerships between Extension and other organizations and agencies.
3	Percentage of program participants that report learning new techniques that may lead to improvement in terrestrial and aquatic habitats, enhanced forest and rangeland stewardship, more effective public policy, control of invasive species, reduced ecosystem fragmentation, and/or increased economic opportunities for natural resource-based industries.
4	Percentage of program participants that apply at least one new technique that may lead to improvement in terrestrial and aquatic habitats, enhanced forest and rangeland stewardship, more effective public policy, control of invasive species, reduced ecosystem fragmentation, and/or increased economic opportunities for natural resource-based industries.

**Outcome #1**

**1. Outcome Target**

Number of acres (public or private) on which forest or rangeland management was improved as a result of Extension programming or due to partnerships between Extension and other agencies and organizations.

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

**2009** :30000                      **2010** : 40000                      **2011** : 50000                      **2012** 60000                      **2013** :60000

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

•1862 Extension

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

- 112 - Watershed Protection and Management
- 121 - Management of Range Resources
- 123 - Management and Sustainability of Forest Resources
- 605 - Natural Resource and Environmental Economics

**Outcome #2**

**1. Outcome Target**

Estimated dollars saved or earned by forest, range, fish and wildlife-based income generating enterprises resulting from Extension programming and/or partnerships between Extension and other organizations and agencies.

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

**2009** 2000000                      **2010** : 2500000                      **2011** : 3000000                      **2012** 3500000                      **2013** :3500000

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

•1862 Extension

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

- 121 - Management of Range Resources
- 123 - Management and Sustainability of Forest Resources
- 124 - Urban Forestry
- 125 - Agroforestry
- 605 - Natural Resource and Environmental Economics

**Outcome #3**

**1. Outcome Target**

Percentage of program participants that report learning new techniques that may lead to improvement in terrestrial and aquatic habitats, enhanced forest and rangeland stewardship, more effective public policy, control of invasive species, reduced ecosystem fragmentation, and/or increased economic opportunities for natural resource-based industries.

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

**2009** 85                      **2010** : 85                      **2011** : 85                      **2012** 85                      **2013** :85

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

•1862 Extension

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

- 112 - Watershed Protection and Management
- 121 - Management of Range Resources

- 123 - Management and Sustainability of Forest Resources
- 135 - Aquatic and Terrestrial Wildlife
- 605 - Natural Resource and Environmental Economics

**Outcome #4**

**1. Outcome Target**

Percentage of program participants that apply at least one new technique that may lead to improvement in terrestrial and aquatic habitats, enhanced forest and rangeland stewardship, more effective public policy, control of invasive species, reduced ecosystem fragmentation, and/or increased economic opportunities for natural resource-based industries.

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

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

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

- 1862 Extension

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

- 112 - Watershed Protection and Management
- 121 - Management of Range Resources
- 123 - Management and Sustainability of Forest Resources
- 131 - Alternative Uses of Land
- 135 - Aquatic and Terrestrial Wildlife
- 605 - Natural Resource and Environmental Economics

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

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

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

**Description**

Washington faces complex and changing natural resources and environmental issues. The state's populations is growing and urbanizing rapidly. Demographic changes may bring urban and new rural dwellers into conflict with long-term and rural residents over issues such as quality of life and the need to support local economies and provide jobs.

Federal and state regulations are becoming more stringent in dealing with water, fisheries, wildlife, forests, and outdoor recreation. Other external factors at the forefront include: forest health, wildfires, diminished fisheries, quality and quantity of water, clean air, renewable energy, and access to natural resource based commodities. Ultimately, factors affecting natural resource and environmental stewardship are tied to imbalances in economic, social, and biological expectations and productivities.

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

**1. Evaluation Studies Planned**

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

#### **Description**

Evaluation will be conducted to facilitate the success of the project by providing accurate, up-to-date information that allows for modification of the project in process (formative evaluation) and to identify the range of activities, outcomes, and impacts as a result of the project. The outcomes include the benefits to direct recipients of the training (summative evaluation). Formative evaluations provide information to help guide the immediate future of the project or training. Summative evaluations, across representative contexts, provide information to help conclude what worked, what did not work, and "why"? Both formative and summative evaluations will be used to address the four key questions:

- What was the effectiveness of the materials used in the training sessions?
- How did participants react to the training?
- Did participants gain confidence, knowledge, and expertise in the process?
- What practices do participants plan to use?

#### **2. Data Collection Methods**

- Mail
- Sampling
- Structured
- Whole population
- On-Site

#### **Description**

•Pre and Post workshop surveys as well as follow-up surveys.      •Faculty, staff, and partner observations of practice changes in the ag production units.