

2010 University of Maine Extension Plan of Work

Status: Accepted
Date Accepted: 05/26/09

I. Plan Overview

1. Brief Summary about Plan Of Work

For more than 95 years, the University of Maine has been charged with reaching out to Maine citizens and providing accessible education, leadership, and service to the state. As a land-grant and sea-grant institution, our participation in community life and improvement is vital. The University of Maine Cooperative Extension supports UMaine's public education and service role by conducting Extension programs in every county in Maine, and beyond.

As we engage in teaching and learning, we listen to our audiences across the state and revise our educational programs accordingly. Our role as university educators working in Maine communities is to remain relevant and flexible by teaching practical life skills and providing contemporary, research-based information. The role of Maine citizens, as our partners, is to be involved, to supply feedback about what works and what we can improve, and to apply what they learn in meaningful ways to their lives and communities.

Faced with a future that includes inevitable funding reductions, we are currently engaging Extension employees and key external stakeholders in a formal process to develop recommendations that will serve as a blueprint for the future of UMaine Extension. In these times of change, our effort represents an opportunity to rethink and reinvent the way we do business and serve the public. The initiative will focus on how to more effectively and flexibly carry out our mission with an emphasis on program innovation, staffing, operations, and funding. Consequently, our program intentions are evolving, and we expect further refining in subsequent years. Our current long term goals are to:

- enhance the economic and environmental sustainability of Maine agriculture and aquaculture;
- increase the economic and social viability and sustainability of Maine communities;
- enhance the safety, sustainability, and dependability of Maine's food supply;
- improve the lives of Maine citizens through positive human development, healthy lifestyles and nutrition, and lifelong wellness; and
- protect and enhance Maine's natural resources and environment through sustainable stewardship.

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

Year	Extension		Research	
	1862	1890	1862	1890
2010	95.0	0.0	8.0	0.0
2011	94.1	0.0	6.2	0.0
2012	91.8	0.0	5.9	0.0
2013	91.0	0.0	6.4	0.0
2014	91.0	0.0	6.4	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
- Other (Individual experts pertinent to Maine issue areas)

2. Brief Explanation

A cross-section of stakeholders with diverse roles will contribute to the ongoing review of Extension programming. Reviews will be conducted relating to specific Maine issues using consistent criteria that require programs to be needs-based, effective, and collaborative, and have potential to meet the special needs of diverse and under-served audiences. Frequency of reviews and lists of reviewers will evolve along with the Plan of Work. Following is the list of proposed reviewers:

Aging Lifestyles

- .. Bureau of Elder Affairs - Sandy Butler
- .. UMaineCenter

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?

Our Plans of Work are outcome-focused, and structured to address one or more Maine issue areas. Programs will be delivered to achieve the intended outcomes and will be measured through planned evaluations of short-, medium-, and long-term changes in target audiences.

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

Each year we carry out mandatory civil rights training for all of our staff that includes a review of our civil rights policy, a review of the five federal laws that form the basis for our policy (Civil Rights Act of 1964; Title VI, Title IX of the Educational Amendments of 1972; Rehabilitation Act of 1973; Section 504, Americans with Disabilities Act (ADA) of 1992; and the Age Discrimination Act of 1975), and a review of our process to ensure that all reasonable effort is made to involve minorities and clientele with disabilities in our programs and to properly record that effort. This work is supported by a civil rights coordinator in each county and campus office and an organization-wide civil rights committee.

Ongoing needs assessment identifies programs that address the needs of under-served and under-represented audiences, and are appropriate to our mission. We have recently completed a statewide civil rights review in each Extension office across the state. Current practices within each office were audited, and all staff were required to attend civil rights training that affirms both the expectation of equal access and equal opportunity to all who could benefit from Extension programs and the need to make "all reasonable effort" to attract under-served and under-represented audiences. Throughout our programming year, we will provide accommodations to clients with special needs, such as interpreters (signers) for hearing impaired clients, handicapped accessible portable facilities, and large print material.

UMaine Extension and the UMaine Division of Lifelong Learning offer the Diversity Leadership Institute, a two-year program to educate UMaine staff about race and privilege issues. Diversity awareness in our staff amplifies organizational creativity, improves our ability to cope with change, and expands our capacity to serve an increasingly diverse society.

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

By working independently and within teams, UMaine Extension program delivery staff have expressed their intentions to conduct Extension and research programs that will address current and emerging issues. These planned programs describe our intended organizational investment (inputs), planned educational methods and target audiences (outputs), and the learning and action changes that program participants will achieve that lead to positive changes in the condition of their lives (outcomes). Target outcomes identified by teams of UMaine Extension staff will achieve five long-term outcomes. Successful attainment of outcomes will be identified by a variety of evaluation techniques using established outcome measures for determining learning gained and actions taken by participants.

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

Planned programs within this Plan of Work were established by teams using an issues-based process that examined current situations and assumptions, targeted audiences and outcomes, and established general evaluation strategies. Further, research and educational planning was conducted using a structured format within a Web-based planning program that reflects the elements of the logic modeling process. Consequently, effectiveness and efficiency have been improved through the application of a consistent and comprehensive planning process. One example is the anticipation of improved effectiveness by our 4-H youth development programs through crafting of consistent programming logic models guided by three USDA-CSREES and National 4-H Council mission mandates.

Engaging in a comprehensive planning approach has also encouraged participation in structures that increase programming efficiencies through collaborations. Examples include the Maine Agricultural Center, a collaboration that brings together the agriculturally related programs of the UMaine College of Natural Sciences, Forestry, and Agriculture, the Maine Agricultural and Forest Experiment Station, and UMaine Extension, as well as multistate programming connections such as the Women's Agricultural Network, the PRO New England online pest management resource, and the Organic Livestock Research and Education Consortium.

IV. Stakeholder Input

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

- Targeted invitation to traditional stakeholder groups
- Targeted invitation to non-traditional stakeholder individuals
- Targeted invitation to traditional stakeholder individuals
- Targeted invitation to selected individuals from general public
- Survey of traditional stakeholder groups
- Other (Research using relevant current and first-source data)
- Use of media to announce public meetings and listening sessions
- Survey of traditional stakeholder individuals

Brief explanation.

In preparation for first 5-year planning cycle in 2004 we conducted a statewide needs assessment that included multiple components that encouraged direct participation through targeted solicitation of stakeholders, evaluation of current first-source data, and public input. We are dedicated to offering our staff ongoing educational development opportunities in assessment and evaluation techniques, enabling the process to continue in formal and informal ways through client interaction and intentional inquiry of stakeholders on the programmatic level.

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

1. Method to identify individuals and groups

- Use Advisory Committees
- Needs Assessments
- Use Surveys
- Other (Identify and analyze issues)

Brief explanation.

Stakeholders are primarily identified through a deep understanding of current and emerging issues in Maine, and the issue's relevance to the citizens of our state. Issues have been identified through internal and external surveys that were a component of a recent statewide needs assessment, and evaluated through a scholarly analysis. They will be refined through ongoing assessment.

Stakeholders are also identified through ongoing interactions with advisory committees and traditional stakeholder groups, who serve as the eyes and ears for UMaine Extension within communities and specific areas of interest; and through the budget appropriations process with funders such as county commissioners and the Maine state legislature.

Internal policies also require that we actively recruit and retain people who are traditionally underserved and underrepresented in our programs and employee groups.

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

1. Methods for collecting Stakeholder Input

- Meeting with traditional Stakeholder groups
- Meeting with traditional Stakeholder individuals
- Meeting specifically with non-traditional groups
- Meeting with the general public (open meeting advertised to all)
- Other (Research using relevant current and first source data)

Brief explanation

Our planned programs are a result of a comprehensive planning process that included our entire programming staff, informed by the results of a statewide needs assessment.

Within the priority issue areas that were defined with stakeholder input, research was conducted by Extension experts working individually or in teams, and using relevant current and first source data to produce a peer-reviewed white paper for each issue area that addressed the following elements:

“The scope of the issue area.

“The current situation.

“The societal impacts and consequences in Maine if the issue were being addressed.

“Changes needed to improve the current situation.

“Type of programmatic action indicated to produce the desired results.

“An examination of who else is addressing the issue in Maine.

The white papers, with abstracts, were posted to the UMaine Extension Web site, reproduced in hard copy by request, and were the informational foundation for public planning discussions that were designed and implemented under a contract with the University of Maine Center for Research and Evaluation. The discussions, called "Shaping Our Future: A Planning Discussion for Cooperative Extension," were held in each county office in Maine, and in selected issue-based stakeholder meetings. The county-based sessions offered the public an opportunity to engage in discussions about educational issues and local needs for their communities, and to provide input to programming priorities. Participants included the general public and targeted stakeholders. Prioritized results were posted to our public Web site and used by Extension staff to inform their programming intentions for the first iteration of the current POW cycle (2007–2012), as well as subsequent cycles.

UMaine Extension staff continuously engage in formal and informal interaction with traditional and non-traditional stakeholders through programming and networking opportunities. This interaction builds an understanding of the evolving needs of our constituents, allowing staff to adjust program delivery appropriately. For example; the University of Maine Board of Agriculture is legislatively mandated to advise the University System about issues related to agricultural research and Extension.

Each year staff will be asked to review their programming intentions for upcoming years and to add intentions for a fifth year. As part of the process, they will review information from ongoing merit review processes and the statewide needs assessment, the most important elements of which will be updated once each five-year period.

3. A statement of how the input will be considered

- To Set Priorities
- Redirect Extension Programs
- To Identify Emerging Issues
- Redirect Research Programs

Brief explanation.

Needs assessment data, which includes stakeholder input, will be used to inform UMaine Extension teams and individuals about emerging issues that will help them prioritize and focus research and Extensions programs appropriately and effectively.

V. Planned Program Table of Content

S. NO.	PROGRAM NAME
1	Agriculture - Crop Production
2	Agriculture - Sustainable Business Management
3	Coastal and Marine
4	Entrepreneurship - Small and Home Based Business
5	Community Development: Capacity-building Skills
6	Environmental Education - Sustainable Living
7	Family Relations and Transitions
8	Food Safety
9	Forestry and Wildlife
10	Health Literacy, Disease, and Our Health Care System
11	Healthy Lifestyles
12	Home Horticulture
13	Maine Livestock Industry
14	Pest Management
15	Sustainable Communities
16	Watershed Management
17	Youth Development
18	Administrative Plan of Work; Planning and Supervision
19	Aging Lifestyles

V(A). Planned Program (Summary)

Program #1

1. Name of the Planned Program

Agriculture - Crop Production

2. Brief summary about Planned Program

Agriculture is an important industry in Maine. Continued success of Maine farmers relies on a balance among yield, protecting the environment, and decreasing costs. Through workshops, field days, consultations, newsletters, websites, hotlines, conferences, and field trials, clients are engaged in determining how best to achieve that balance. Agency and extension professionals, commercial producers, green industry workers, and home gardeners participate in programs on nutrient management, small fruit and vegetable production, solar systems, cut flowers, organic grains, sustainable cropping and livestock systems, ornamental horticulture, and many others.

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

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

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

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

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
101	Appraisal of Soil Resources	5%		5%	
102	Soil, Plant, Water, Nutrient Relationships	5%		5%	
111	Conservation and Efficient Use of Water	15%		15%	
112	Watershed Protection and Management	10%		10%	
131	Alternative Uses of Land	5%		5%	
202	Plant Genetic Resources and Biodiversity	5%		5%	
205	Plant Management Systems	10%		10%	
405	Drainage and Irrigation Systems and Facilities	5%		5%	
502	New and Improved Food Products	15%		15%	
604	Marketing and Distribution Practices	25%		25%	
	Total	100%		100%	

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

1. Situation and priorities

Our success growing agricultural crops in Maine is fragile. The long history of family farms and community-based farming is facing unprecedented stress from several sources. Intense competition from within and across our national borders has forced prices to levels that threaten the profitability of growing crops locally. These pressures have resulted in a decrease in farm numbers and acreage in every county over the past decade. At the same time, the need to produce crops in a manner that does not threaten the environment has never been greater, despite the added costs and risks this can generate. Thus farmers are trying to develop methods to optimize crop yield and quality using techniques that sustain our environment, while keeping costs at levels that will maintain or improve farm profitability. For example, many Maine crops could benefit from irrigation, but we must be able to provide water to our crops with techniques that are low cost, and also protect our water supply. Storage technology could significantly lengthen and expand marketing opportunities for our crops, but it must also be affordable and environmentally sound. Managing the weeds, insects and diseases that threaten our crops poses a great challenge, as new pests emerge and old methods of controlling pests must be put aside due to resistance, health risks or environmental threats. Growing crops organically can improve marketability and profits, but pest control and fertility problems need to be addressed

before organic production can be successful on a large scale in Maine. There are also opportunities to use new crops to expand our markets, improve soil fertility, and reduce pest problems, but most are untested in our climate and could pose an economic risk if they prove unreliable. New technologies, new crops and new markets offer real opportunities for Maine farmers to maintain and improve the profitability of their operations. However, unless these opportunities are fully tested, explored and implemented, it is likely that there will be a significant decline in commercial crop production in Maine in the coming years, with consequences that will affect all Maine residents.

2. Scope of the Program

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

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

1. Assumptions made for the Program

According to the 2007 agricultural census, the diversity of crops we grown on 8,136 Maine farms have a market value of more than \$463 million. With their associated industries, such as processors, suppliers and retailers, farms provide about \$1.2 billion in economic activity for the state, and employ over 65,000 workers. Growing crops on Maine farms preserves over 1.35 million acres in open space and provides Maine citizens with locally grown fresh and processed food. Our farms produce an impressive array of crops. Some, such as potatoes and blueberries, are grown on larger farms, supported by large industries, and create substantial economic activity (\$300 million and \$30 million, respectively). Other crops, such as ornamentals (trees, shrubs and flowers) are grown on far fewer acres, but have very high value, generating over \$300 million annually. Fruits and vegetables tend to be grown on small, diversified farms, many only 20 acres or less, and are often situated near high population areas. Yet this part of the industry is vital and growing, employing a large labor force and providing fresh, nutritious, local produce to Maine people through farm stands, farmers markets and stores, with more than \$30 million dollars in sales annually. Forage crops, such as hay, silage and grain, are vital to our dairy and meat industries and, like other crops, play an important role in maintaining Maine’s open spaces and rural heritage. This, in turn, maintains the attractive character of the Maine landscape that keeps our tourism industry vibrant, and slows the spread of urban sprawl.

2. Ultimate goal(s) of this Program

- .. Enhance the economic and environmental sustainability of Maine agriculture and aquaculture.
- .. Enhance the safety, sustainability, and dependability of Maine's food supply.
- .. Improve the lives of Maine citizens through positive human development, healthy lifestyles and nutrition, and lifelong wellness.
- .. Increase the economic and social viability and sustainability of Maine communities.
- .. Protect and enhance Maine's natural resources and environment through sustainable stewardship.

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
2010	10.5	0.0	1.0	0.0
2011	10.2	0.0	0.9	0.0
2012	10.3	0.0	0.8	0.0
2013	10.3	0.0	0.8	0.0
2014	10.3	0.0	0.8	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

- .. Agriculture - Crop Production Public Presentation
- .. Agriculture - Crop Production Related Publications (conference proceedings)
- .. Agriculture - Crop Production Related Publications (refereed journal article)
- .. Commercial Agriculture Conference
- .. Commercial Agriculture Workshop Series
- .. Consultations on Crop Production
- .. Crop Production Related (abstract)
- .. Crop Production Related (curriculum)
- .. Crop Production Related (fact sheet)
- .. Crop Production Related (newsletter)
- .. Crop Related Demonstration
- .. Farm Energy Presentations/Events
- .. Field Day Presentations (Potato)

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"> ● Group Discussion ● One-on-One Intervention ● Demonstrations ● Other 2 (Display or exhibit) ● Education Class ● Workshop ● Other 1 (Train-the-Trainer) 	<ul style="list-style-type: none"> ● Newsletters ● Web sites ● Other 1 (Applied Research) ● Other 2 (Publication)

3. Description of targeted audience

- Agency Staff or Professionals (Adult)
- Agricultural Producers (Adult)
- Agricultural Workers (Adult)
- Commercial Dairy Producers (Adult)
- Commercial Potato Growers (Adult)
- Commercial Vegetable Growers (Adult)
- Community Members (Adult)
- Extension - all staff (Adult)
- Extension Faculty (Adult)
- Farmers (Adult)
- General Public (Adult)
- Green Industry Members (Adult)
- Home Gardeners (Adult)
- Limited Income Public (Adult)
- Pesticide Applicators (Adult)
- Scientists (Adult)

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
2010	15200	20500	0	0
2011	12800	20500	0	0
2012	14600	20400	0	0
2013	14600	20400	0	0
2014	14600	20400	0	0

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

Expected Patent Applications

2010 :0 2011 :0 2012 :0 2013 :0 2014 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	0	0	0

V(H). State Defined Outputs

1. Output Target

- Direct - Consultation

2010 :540 2011 :540 2012 :540 2013 :540 2014 :540

- Indirect - Publication - manual

2010 :1 2011 :2 2012 :1 2013 :1 2014 :1

- Direct - Conference/Symposium

2010 :7 2011 :5 2012 :6 2013 :6 2014 :6

- Direct - Collaborative or Cooperative Effort

2010 :7 2011 :1 2012 :1 2013 :1 2014 :1

- Direct - Train-the-Trainer or Volunteer Training

2010 :1 2011 :2 2012 :1 2013 :1 2014 :1

- Indirect - Applied Research

2010 :4 2011 :4 2012 :4 2013 :4 2014 :4

- Direct - Educational Programs or Projects

2010 :701 2011 :551 2012 :801 2013 :851 2014 :901

- Direct - Scholarship

2010 :11 2011 :11 2012 :11 2013 :11 2014 :11

- Indirect - Media and Internet

2010 :16 2011 :16 2012 :16 2013 :16 2014 :16

- Indirect - Professional, Peer-reviewed, or Refereed, Scholarship

2010 :13

2011 :12

2012 :12

2013 :12

2014 :12

- Indirect - Publication in the Popular Media

2010 :50

2011 :50

2012 :50

2013 :50

2014 :50

- Multiple-undefined delivery method

2010 :22

2011 :22

2012 :22

2013 :22

2014 :22

V(I). State Defined Outcome

O. No	Outcome Name
1	Adopt appropriate management strategies
2	Adopt appropriate practices
3	Adopt appropriate technologies
4	Adopt environmentally sound technologies that improve economic viability
5	Adopt practices that maintain long-term productivity
6	Adopt practices that maintain profitability
7	Develop environmentally sound technologies that improve economic viability
8	Evaluate and adopt nutrient sources, recycling and delivery systems that produce high quality crops
9	Evaluate new cropping systems
10	Grow new crop
11	Grow new variety
12	Improve Integrated Pest Management
13	Improve production and quality of crops
14	Improve soil health
15	Maintain Certified Crop Advisor Certification
16	Maintain nutrient management certification
17	Maintain pesticide applicator certification
18	Make appropriate cultivar choices
19	Make better decisions regarding pest management
20	Participate in the Maine grass farmer network
21	Test new crops
22	Test new production techniques
23	Increase crop production
24	Reduce the use of high-risk pesticides
25	Adopt appropriate nutrient management strategies
26	Enroll in and work with Farms for the Future
27	Expand Integrated Pest Management
28	Expand and enhance markets
29	Increase consumption of locally produced foods
30	Operate equipment safely
31	Use grasslands efficiently for feed and water quality protection
32	Use new technologies
33	Adopt at least one energy saving practice
34	Plant and harvest gardens
35	Test new nutrient management strategies

Outcome #1

1. Outcome Target

Adopt appropriate management strategies

2. Outcome Type : Change in Action Outcome Measure

2010 510 **2011** : 510 **2012** : 530 **2013** 530 **2014** :530

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 205 - Plant Management Systems

Outcome #2

1. Outcome Target

Adopt appropriate practices

2. Outcome Type : Change in Action Outcome Measure

2010 20 **2011** : 10 **2012** : 20 **2013** 20 **2014** :20

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 101 - Appraisal of Soil Resources
- 102 - Soil, Plant, Water, Nutrient Relationships
- 111 - Conservation and Efficient Use of Water
- 112 - Watershed Protection and Management
- 131 - Alternative Uses of Land
- 202 - Plant Genetic Resources and Biodiversity
- 205 - Plant Management Systems
- 405 - Drainage and Irrigation Systems and Facilities

Outcome #3

1. Outcome Target

Adopt appropriate technologies

2. Outcome Type : Change in Action Outcome Measure

2010 60 **2011** : 60 **2012** : 60 **2013** 60 **2014** :60

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

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

- 131 - Alternative Uses of Land
- 202 - Plant Genetic Resources and Biodiversity
- 205 - Plant Management Systems
- 405 - Drainage and Irrigation Systems and Facilities

Outcome #4

1. Outcome Target

Adopt environmentally sound technologies that improve economic viability

2. Outcome Type : Change in Action Outcome Measure

2010 95 **2011** : 99 **2012** : 103 **2013** :103 **2014** :113

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 111 - Conservation and Efficient Use of Water
- 112 - Watershed Protection and Management
- 131 - Alternative Uses of Land
- 205 - Plant Management Systems

Outcome #5

1. Outcome Target

Adopt practices that maintain long-term productivity

2. Outcome Type : Change in Action Outcome Measure

2010 610 **2011** : 610 **2012** : 610 **2013** 610 **2014** :620

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 111 - Conservation and Efficient Use of Water
- 205 - Plant Management Systems

Outcome #6

1. Outcome Target

Adopt practices that maintain profitability

2. Outcome Type : Change in Action Outcome Measure

2010 510 **2011** : 510 **2012** : 510 **2013** 510 **2014** :520

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 205 - Plant Management Systems

Outcome #7

1. Outcome Target

Develop environmentally sound technologies that improve economic viability

2. Outcome Type : Change in Action Outcome Measure

2010 :15 **2011** : 15 **2012** : 15 **2013** :15 **2014** :15

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 111 - Conservation and Efficient Use of Water
- 131 - Alternative Uses of Land
- 205 - Plant Management Systems

Outcome #8

1. Outcome Target

Evaluate and adopt nutrient sources, recycling and delivery systems that produce high quality crops

2. Outcome Type : Change in Action Outcome Measure

2010 :60 **2011** : 55 **2012** : 55 **2013** : 55 **2014** :55

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 101 - Appraisal of Soil Resources
- 102 - Soil, Plant, Water, Nutrient Relationships
- 131 - Alternative Uses of Land
- 205 - Plant Management Systems

Outcome #9

1. Outcome Target

Evaluate new cropping systems

2. Outcome Type : Change in Action Outcome Measure

2010 :55 **2011** : 60 **2012** : 60 **2013** : 60 **2014** :60

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 205 - Plant Management Systems

Outcome #10

1. Outcome Target

Grow new crop

2. Outcome Type : Change in Action Outcome Measure

2010 :45 **2011** : 45 **2012** : 45 **2013** :45 **2014** :45

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 205 - Plant Management Systems

Outcome #11

1. Outcome Target

Grow new variety

2. Outcome Type : Change in Action Outcome Measure

2010 :110 **2011** : 100 **2012** : 100 **2013** :100 **2014** :100

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 205 - Plant Management Systems

Outcome #12

1. Outcome Target

Improve Integrated Pest Management

2. Outcome Type : Change in Action Outcome Measure

2010 :105 **2011** : 55 **2012** : 105 **2013** :105 **2014** :105

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 205 - Plant Management Systems

Outcome #13

1. Outcome Target

Improve production and quality of crops

2. Outcome Type : Change in Action Outcome Measure

2010 :80 **2011** : 85 **2012** : 95 **2013** :95 **2014** :95

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 205 - Plant Management Systems

Outcome #14

1. Outcome Target

Improve soil health

2. Outcome Type : Change in Action Outcome Measure

2010 :30 **2011** : 30 **2012** : 30 **2013** :30 **2014** :30

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 101 - Appraisal of Soil Resources
- 102 - Soil, Plant, Water, Nutrient Relationships

Outcome #15

1. Outcome Target

Maintain Certified Crop Advisor Certification

2. Outcome Type : Change in Action Outcome Measure

2010 :70 **2011** : 60 **2012** : 60 **2013** : 60 **2014** :60

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 205 - Plant Management Systems

Outcome #16

1. Outcome Target

Maintain nutrient management certification

2. Outcome Type : Change in Action Outcome Measure

2010 :60 **2011** : 60 **2012** : 60 **2013** : 60 **2014** :60

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 102 - Soil, Plant, Water, Nutrient Relationships

Outcome #17

1. Outcome Target

Maintain pesticide applicator certification

2. Outcome Type : Change in Action Outcome Measure

2010 :60 **2011** : 60 **2012** : 60 **2013** : 60 **2014** :60

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 205 - Plant Management Systems

Outcome #18

1. Outcome Target

Make appropriate cultivar choices

2. Outcome Type : Change in Action Outcome Measure

2010 :60 **2011 :**60 **2012 :**60 **2013 :**60 **2014 :**60

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 202 - Plant Genetic Resources and Biodiversity

Outcome #19

1. Outcome Target

Make better decisions regarding pest management

2. Outcome Type : Change in Action Outcome Measure

2010 :400 **2011 :**400 **2012 :**400 **2013 :**400 **2014 :**400

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 205 - Plant Management Systems

Outcome #20

1. Outcome Target

Participate in the Maine grass farmer network

2. Outcome Type : Change in Action Outcome Measure

2010 :150 **2011 :**150 **2012 :**150 **2013 :**150 **2014 :**150

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 101 - Appraisal of Soil Resources
- 102 - Soil, Plant, Water, Nutrient Relationships
- 131 - Alternative Uses of Land

Outcome #21

1. Outcome Target

Test new crops

2. Outcome Type : Change in Action Outcome Measure

2010 :47 **2011 :**47 **2012 :**47 **2013 :**47 **2014 :**47

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 202 - Plant Genetic Resources and Biodiversity
- 205 - Plant Management Systems

Outcome #22

1. Outcome Target

Test new production techniques

2. Outcome Type : Change in Action Outcome Measure

2010 :119 **2011** : 129 **2012** : 129 **2013** :129 **2014** :129

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 205 - Plant Management Systems

Outcome #23

1. Outcome Target

Increase crop production

2. Outcome Type : Change in Knowledge Outcome Measure

2010 :30 **2011** : 30 **2012** : 30 **2013** :30 **2014** :30

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 205 - Plant Management Systems

Outcome #24

1. Outcome Target

Reduce the use of high-risk pesticides

2. Outcome Type : Change in Knowledge Outcome Measure

2010 :10 **2011** : 10 **2012** : 10 **2013** :10 **2014** :10

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 205 - Plant Management Systems

Outcome #25

1. Outcome Target

Adopt appropriate nutrient management strategies

2. Outcome Type : Change in Action Outcome Measure

2010 :50 **2011** : 50 **2012** : 50 **2013** : 50 **2014** :50

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 101 - Appraisal of Soil Resources
- 102 - Soil, Plant, Water, Nutrient Relationships
- 205 - Plant Management Systems

Outcome #26

1. Outcome Target

Enroll in and work with Farms for the Future

2. Outcome Type : Change in Action Outcome Measure

2010 :16 2011 : 16 2012 : 16 2013 :16 2014 :16

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 131 - Alternative Uses of Land
- 205 - Plant Management Systems

Outcome #27

1. Outcome Target

Expand Integrated Pest Management

2. Outcome Type : Change in Action Outcome Measure

2010 :20 2011 : 20 2012 : 20 2013 :20 2014 :20

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 112 - Watershed Protection and Management

Outcome #28

1. Outcome Target

Expand and enhance markets

2. Outcome Type : Change in Action Outcome Measure

2010 :40 2011 : 40 2012 : 40 2013 :40 2014 :40

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 131 - Alternative Uses of Land
- 205 - Plant Management Systems

Outcome #29

1. Outcome Target

Increase consumption of locally produced foods

2. Outcome Type : Change in Action Outcome Measure

2010 :40 2011 : 40 2012 : 40 2013 :40 2014 :40

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 131 - Alternative Uses of Land
- 205 - Plant Management Systems

Outcome #30

1. Outcome Target

Operate equipment safely

2. Outcome Type : Change in Action Outcome Measure

2010 :10 2011 : 10 2012 : 10 2013 :10 2014 :10

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 205 - Plant Management Systems
- 405 - Drainage and Irrigation Systems and Facilities

Outcome #31

1. Outcome Target

Use grasslands efficiently for feed and water quality protection

2. Outcome Type : Change in Action Outcome Measure

2010 :80 2011 : 80 2012 : 80 2013 :80 2014 :80

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 112 - Watershed Protection and Management
- 205 - Plant Management Systems

Outcome #32

1. Outcome Target

Use new technologies

2. Outcome Type : Change in Action Outcome Measure

2010 :50 2011 : 0 2012 : 0 2013 :0 2014 :0

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 111 - Conservation and Efficient Use of Water
- 131 - Alternative Uses of Land
- 205 - Plant Management Systems
- 405 - Drainage and Irrigation Systems and Facilities

Outcome #33

1. Outcome Target

Adopt at least one energy saving practice

2. Outcome Type : Change in Action Outcome Measure

2010 20 **2011** :20 **2012** : 20 **2013** 20 **2014** :20

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 111 - Conservation and Efficient Use of Water
- 112 - Watershed Protection and Management
- 405 - Drainage and Irrigation Systems and Facilities

Outcome #34

1. Outcome Target

Plant and harvest gardens

2. Outcome Type : Change in Action Outcome Measure

2010 20 **2011** :20 **2012** : 20 **2013** 20 **2014** :20

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 131 - Alternative Uses of Land

Outcome #35

1. Outcome Target

Test new nutrient management strategies

2. Outcome Type : Change in Action Outcome Measure

2010 30 **2011** : 30 **2012** : 30 **2013** 30 **2014** :30

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

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

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

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

1. Evaluation Studies Planned

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

Description

Intentions for short-term evaluation: written evaluation surveys will be circulated to program participants and newsletter recipients.

Intentions For Medium-Term and Long-Term Evaluation: a written evaluation survey will be circulated to program participants and newsletter recipients. In addition, the program will be evaluated by the Maine Potato Board as well as the UMaine Extension Potato Advisory Group.

2. Data Collection Methods

- On-Site
- Structured
- Other (Email/Web surveys)

Description

{NO DATA ENTERED}

V(A). Planned Program (Summary)

Program #2

1. Name of the Planned Program

Agriculture - Sustainable Business Management

2. Brief summary about Planned Program

The educational needs of Maine farmers in sustainable business management skills are as varied as the farms themselves. Workshops, consultations, publications, and websites will addresses the need for skills in human resource management, product tracking technology, waste and nutrient management, worker protection standards, financial management, crop insurance, and estate planning, among other topics. Small and part-time farmers will learn basic business management skills such as business plan development, customer service, pricing, merchandising and marketing, and methods of maximizing product value.

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

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

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

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

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
601	Economics of Agricultural Production and Farm Management	60%			
602	Business Management, Finance, and Taxation	40%			
	Total	100%			

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

1. Situation and priorities

The current population of full-time farmers in Maine is aging, with an average age of 54. New farmers often require off-farm income to survive. The size of the average farm is increasing, but the overall number of farms continues to decline. Even so, in terms of acreage, while large farms are getting larger, the number of very small, diverse farm enterprises is growing. Maine has seen a growing number of women entering farming. In 2007, Maine had 8,136 farms, with close to 1.35 million acres of farmland.[i] This is about 7 percent of the state’s land base.[ii] The majority of these farms are classified as small farms. The number of farms with yearly sales over \$100,000 was 772. Ninety-five percent of Maine farms fit the USDA definition of a "small farm," with annual sales under \$250,000.[iii]

The need for those in agriculture to practice effective business management skills is critical for the sustainability of this industry, which provides employment for more than 65,000 Maine people and contributes over \$1.2 billion to the Maine economy.[iv]

The educational needs of Maine farmers in sustainable business management skills are as varied as the diverse enterprises that make up this industry. As farms become larger, operators have to learn new skills in human resource management, product tracking technology, waste/nutrient management, worker protection standards, financial management and other issues. Small and part-time farmers often need to learn basic business management skills such as business plan development, customer service, pricing, merchandising and marketing, and methods of maximizing product value.

[i] USDA National Agricultural Statistics Service, 2002 Census of Agriculture (June 2004), <http://www.nass.usda.gov/census/>.

2. Scope of the Program

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

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

1. Assumptions made for the Program

Sustainable business management practices are essential for the survival of commercial agriculture in Maine. The wise use of economic, natural and human resources in an agricultural enterprise is required to keep farming profitable for the present and the future. Maine’s farmers have long regarded themselves as stewards of the land and water resources of our state. In recent years, competing interests for land, water, and labor have presented serious challenges to many agricultural producers.

2. Ultimate goal(s) of this Program

- .. Enhance the economic and environmental sustainability of Maine agriculture and aquaculture.
- .. Enhance the safety, sustainability, and dependability of Maine's food supply.
- .. Improve the lives of Maine citizens through positive human development, healthy lifestyles and nutrition, and lifelong wellness.
- .. Increase the economic and social viability and sustainability of Maine communities.
- .. Protect and enhance Maine's natural resources and environment through sustainable stewardship.

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
2010	2.0	0.0	0.0	0.0
2011	2.0	0.0	0.0	0.0
2012	2.0	0.0	0.0	0.0
2013	2.0	0.0	0.0	0.0
2014	2.0	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

- .. Agriculture - Sustainable Business Management Public Presentation
- .. Agriculture Business Related (newspaper article)
- .. Agriculture Business Related (publication)
- .. Agriculture Business Related (refereed journal article)
- .. Consultations - Agriculture Business Management
- .. Cost of Production Dairy Farms and Forage Crops
- .. Crop Insurance Education - AV Resource
- .. Crop Insurance Education - Conference
- .. Crop Insurance Education - Display
- .. Crop Insurance Education - Public Presentation

- .. Crop Insurance Education - Radio Program
- .. Crop Insurance Education - Television Segment
- .. Crop Insurance Education - Train the Trainer
- .. Crop Insurance Education - Website

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"> ● One-on-One Intervention ● Group Discussion ● Demonstrations ● Other 2 (Collaborative or Cooperative Eff) ● Workshop ● Other 1 (Conference or symposium) 	<ul style="list-style-type: none"> ● Web sites ● Newsletters ● Other 2 (Radio Program) ● TV Media Programs ● Other 1 (Applied Research)

3. Description of targeted audience

- Agency Staff or Professionals (Adult)
- Agricultural Producers (Adult)
- Extension - all staff (Adult)
- Farmers (Adult)
- Forestland Managers (Adult)

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
2010	2130	90905	0	0
2011	2130	90905	0	0
2012	2110	90905	0	0
2013	2110	90905	0	0
2014	2110	90905	0	0

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

Expected Patent Applications

2010 :0 2011 :0 2012 :0 2013 :0 2014 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	0	0	0

V(H). State Defined Outputs**1. Output Target**

- Direct - Conference/Symposium

2010 :50	2011 :50	2012 :40	2013 :40	2014 :40
-----------------	-----------------	-----------------	-----------------	-----------------

- Direct - Consultation

2010 :62	2011 :62	2012 :62	2013 :62	2014 :62
-----------------	-----------------	-----------------	-----------------	-----------------

- Indirect - Applied Research

2010 :1	2011 :1	2012 :1	2013 :1	2014 :1
----------------	----------------	----------------	----------------	----------------

- Direct - Collaborative or Cooperative Effort

2010 :4	2011 :4	2012 :4	2013 :4	2014 :4
----------------	----------------	----------------	----------------	----------------

- Direct - Educational Programs or Projects

2010 :39	2011 :39	2012 :37	2013 :37	2014 :37
-----------------	-----------------	-----------------	-----------------	-----------------

- Direct - Train the Trainer or Volunteer Training

2010 :4	2011 :4	2012 :4	2013 :4	2014 :4
----------------	----------------	----------------	----------------	----------------

- Indirect - Media and Internet

2010 :20	2011 :21	2012 :22	2013 :22	2014 :24
-----------------	-----------------	-----------------	-----------------	-----------------

- Indirect - Professional, Peer-reviewed, or Refereed, Scholarship

2010 :30	2011 :32	2012 :32	2013 :32	2014 :32
-----------------	-----------------	-----------------	-----------------	-----------------

- Indirect - Publication in the Popular Media

2010 :12	2011 :12	2012 :12	2013 :12	2014 :12
-----------------	-----------------	-----------------	-----------------	-----------------

V(I). State Defined Outcome

O. No	Outcome Name
1	Adopt appropriate management strategies
2	Develop a business plan
3	Develop a financial plan
4	Develop an estate plan for business enterprise
5	Enroll in and work with Farms for the Future
6	Keep accurate records
7	Make better decisions using accurate records
8	Secure financing
9	Use relevant UMaine Extension web-based resources
10	Adopt appropriate technologies
11	Adopt business management practices
12	Adopt environmentally sound technologies that improve economic viability
13	Adopt practices that maintain long-term productivity
14	Decide not to create non-viable business
15	Increase business revenues
16	Adopt at least one energy saving practice
17	Make better decision regarding natural resource management

Outcome #1**1. Outcome Target**

Adopt appropriate management strategies

2. Outcome Type : Change in Action Outcome Measure

2010 :100	2011 : 120	2012 : 140	2013 :140	2014 :140
------------------	-------------------	-------------------	------------------	------------------

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 601 - Economics of Agricultural Production and Farm Management
- 602 - Business Management, Finance, and Taxation

Outcome #2**1. Outcome Target**

Develop a business plan

2. Outcome Type : Change in Action Outcome Measure

2010 20	2011 : 21	2012 : 22	2013 22	2014 :22
----------------	------------------	------------------	----------------	-----------------

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 601 - Economics of Agricultural Production and Farm Management
- 602 - Business Management, Finance, and Taxation

Outcome #3**1. Outcome Target**

Develop a financial plan

2. Outcome Type : Change in Action Outcome Measure

2010 :73	2011 : 83	2012 : 93	2013 93	2014 :93
-----------------	------------------	------------------	----------------	-----------------

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 601 - Economics of Agricultural Production and Farm Management
- 602 - Business Management, Finance, and Taxation

Outcome #4**1. Outcome Target**

Develop an estate plan for business enterprise

2. Outcome Type : Change in Action Outcome Measure

2010 :15	2011 : 15	2012 : 15	2013 :15	2014 :15
-----------------	------------------	------------------	-----------------	-----------------

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 601 - Economics of Agricultural Production and Farm Management
- 602 - Business Management, Finance, and Taxation

Outcome #5

1. Outcome Target

Enroll in and work with Farms for the Future

2. Outcome Type : Change in Action Outcome Measure

2010 :16 **2011** : 16 **2012** : 16 **2013** :16 **2014** :16

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 601 - Economics of Agricultural Production and Farm Management
- 602 - Business Management, Finance, and Taxation

Outcome #6

1. Outcome Target

Keep accurate records

2. Outcome Type : Change in Action Outcome Measure

2010 :75 **2011** : 85 **2012** : 95 **2013** 95 **2014** :95

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 601 - Economics of Agricultural Production and Farm Management
- 602 - Business Management, Finance, and Taxation

Outcome #7

1. Outcome Target

Make better decisions using accurate records

2. Outcome Type : Change in Action Outcome Measure

2010 :70 **2011** : 80 **2012** : 90 **2013** 90 **2014** :90

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 601 - Economics of Agricultural Production and Farm Management
- 602 - Business Management, Finance, and Taxation

Outcome #8

1. Outcome Target

Secure financing

2. Outcome Type : Change in Action Outcome Measure

2010 #5 **2011** : 55 **2012** : 65 **2013** 65 **2014** :65

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 601 - Economics of Agricultural Production and Farm Management
- 602 - Business Management, Finance, and Taxation

Outcome #9

1. Outcome Target

Use relevant UMaine Extension web-based resources

2. Outcome Type : Change in Action Outcome Measure

2010 395 **2011** : 405 **2012** : 415 **2013** #15 **2014** :415

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 601 - Economics of Agricultural Production and Farm Management
- 602 - Business Management, Finance, and Taxation

Outcome #10

1. Outcome Target

Adopt appropriate technologies

2. Outcome Type : Change in Action Outcome Measure

2010 :10 **2011** : 10 **2012** : 10 **2013** :10 **2014** :10

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 601 - Economics of Agricultural Production and Farm Management
- 602 - Business Management, Finance, and Taxation

Outcome #11

1. Outcome Target

Adopt business management practices

2. Outcome Type : Change in Action Outcome Measure

2010 9 **2011** : 12 **2012** : 15 **2013** :15 **2014** :15

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 601 - Economics of Agricultural Production and Farm Management
- 602 - Business Management, Finance, and Taxation

Outcome #12

1. Outcome Target

Adopt environmentally sound technologies that improve economic viability

2. Outcome Type : Change in Action Outcome Measure

2010 :35 **2011** : 39 **2012** : 43 **2013** :43 **2014** :43

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 601 - Economics of Agricultural Production and Farm Management
- 602 - Business Management, Finance, and Taxation

Outcome #13

1. Outcome Target

Adopt practices that maintain long-term productivity

2. Outcome Type : Change in Action Outcome Measure

2010 :50 **2011** : 50 **2012** : 50 **2013** :50 **2014** :50

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 601 - Economics of Agricultural Production and Farm Management
- 602 - Business Management, Finance, and Taxation

Outcome #14

1. Outcome Target

Decide not to create non-viable business

2. Outcome Type : Change in Action Outcome Measure

2010 :5 **2011** : 6 **2012** : 7 **2013** : 7 **2014** : 7

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 601 - Economics of Agricultural Production and Farm Management
- 602 - Business Management, Finance, and Taxation

Outcome #15

1. Outcome Target

Increase business revenues

2. Outcome Type : Change in Action Outcome Measure

2010 :20 **2011** : 20 **2012** : 20 **2013** : 20 **2014** :20

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 601 - Economics of Agricultural Production and Farm Management
- 602 - Business Management, Finance, and Taxation

Outcome #16

1. Outcome Target

Adopt at least one energy saving practice

2. Outcome Type : Change in Action Outcome Measure

2010 20 **2011** :20 **2012** :20 **2013** 20 **2014** :20

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 602 - Business Management, Finance, and Taxation

Outcome #17

1. Outcome Target

Make better decision regarding natural resource management

2. Outcome Type : Change in Action Outcome Measure

2010 5 **2011** :5 **2012** :5 **2013** 5 **2014** :5

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 601 - Economics of Agricultural Production and Farm Management
- 602 - Business Management, Finance, and Taxation

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

{NO DATA ENTERED}

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

1. Evaluation Studies Planned

- Before-After (before and after program)
- Time series (multiple points before and after program)
- Retrospective (post program)
- During (during program)

Description

Intentions for short-term evaluation: field day evaluations, workshop evaluations, statistical counts of new pesticide applicator licenses and pesticide recertification credits, evaluation of bench mark data.

Intentions for medium-term evaluation: end of production year evaluation using surveys.

Intentions for long-term evaluation: evaluate changes in annual agricultural productivity and profitability, and adoption of technology.

2. Data Collection Methods

- Other (Email/Web Surveys)
- On-Site
- Structured

Description

{NO DATA ENTERED}

V(A). Planned Program (Summary)

Program #3

1. Name of the Planned Program

Coastal and Marine

2. Brief summary about Planned Program

Fishing, marine aquaculture, and tourism are vital to Maine's economy. Changing development patterns are causing habitat loss, fragmentation, and degradation that are affecting the viability of Maine's coastal communities and ecosystems. These issues will be addressed through volunteer education and monitoring programs, collaborative fisheries management systems, marine fisheries, aquaculture, and ecosystem education programs, and planning initiatives focused on sustainable coastal 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
112	Watershed Protection and Management	25%		25%	
134	Outdoor Recreation	15%		15%	
135	Aquatic and Terrestrial Wildlife	13%		13%	
307	Animal Production Management Systems	12%		12%	
608	Community Resource Planning and Development	35%		35%	
	Total	100%		100%	

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

1. Situation and priorities

Maine's seafood industry provides 26,000 direct and indirect jobs and brings \$860 million into the state economy.[i]Lobsters dominate the commercial fishery, with over 5,000 licenses and landings of over 50 million pounds worth more than \$150 million. [ii] The state has approximately 600 ground fish permits, mostly in the Portland area, with landings of over \$23 million.

Marine commercial and recreational aquaculture operations cultivate shellfish—including mussels, clams, bay scallops and

oysters—and finfish, primarily Atlantic salmon. Hatcheries and salmon farms account for most of the value generated by aquaculture products in Maine. Salmon aquaculture peaked at \$80 million in 2000 and declined to less than \$15 million in 2003.

Throughout coastal Maine, traditional working waterfronts based on marine resources infrastructure and industry are being forced to make way for a new waterfront economy in which water-dependent businesses (schooners, kayakers, whale watchers, etc.) compete for waterfront access with traditional industries (lobster wharfs, boat building and other marine trades).

[i] Northeast Fisheries Science Center, Commercial Fisheries and Mariculture Revenues for Northeast States, 1999 (July 5, 2000), www.nefsc.nmfs.gov/press_releases/news00.16.html (accessed August 2004).

[ii] Maine Department of Marine Resources, Statistics Division, Commercial Fisheries Landings, <http://www.maine.gov/dmr/commercialfishing/2002landingsbyvalue.htm> (accessed August 2004).

2. Scope of the Program

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

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

1. Assumptions made for the Program

Maine's coastal communities under pressure are faced with potential economic losses, including lowered income or lost jobs for coastal fishing families. Fishing not only provides income for families, but also is a traditional way of life. Maine residents may lose the ability to harvest Gulf of Maine resources and participate in resource management. A growing segment of the emerging coastal economy are in the service sector and are often seasonal, offering lower pay and reduced or absent health benefits. Many fear the "hollowing out"[i] of coastal communities, in which retirees and second homeowners replace working people as the character of coastal communities shifts from a fishing culture toward a suburban and tourism-based lifestyle. These changes can cause local conflicts that divide communities trying to balance economic development with public resource protection.

The integrity of Maine's coast is threatened by habitat loss, fragmentation and degradation, often as the result of changing development patterns. Ecosystem health (including deteriorating water quality, the prevalence of invasive species, and climate change) has a direct impact on the communities supported by both the fishing and tourism industries. Ultimately, human health and quality of life are compromised by failure to control pollution or monitor environmental conditions.

[i] John Ryan, Mount Desert Island Housing Trust Action Plan, (February, 2004).

2. Ultimate goal(s) of this Program

- .. Enhance the economic and environmental sustainability of Maine agriculture and aquaculture.
- .. Enhance the safety, sustainability, and dependability of Maine's food supply.
- .. Increase the economic and social viability and sustainability of Maine communities.
- .. Protect and enhance Maine's natural resources and environment through sustainable stewardship.

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
2010	4.2	0.0	1.1	0.0
2011	4.2	0.0	1.1	0.0
2012	4.1	0.0	1.1	0.0
2013	4.3	0.0	1.5	0.0
2014	4.3	0.0	1.5	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

- .. Applied Research in Fisheries and Aquaculture
- .. Assessment of Rainbow Smelt in Downeast Maine
- .. Atlantic Halibut Assessment and Tagging Studies
- .. Beach Profile Monitoring Program
- .. Coastal Access Forums
- .. Community Development Related (publication)
- .. Community Development Related (refereed journal article)
- .. Interactive, Collaborative Fisheries Management Workshops
- .. Maine Beaches Conference
- .. Maine Healthy Beaches Consultation
- .. Maine Healthy Beaches Education and Outreach
- .. Maine Healthy Beaches Field Training
- .. Marine Education in Classrooms

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"> ● Education Class ● One-on-One Intervention ● Demonstrations ● Workshop ● Other 1 (Applied Research) ● Other 2 (Collaborative or Cooperative Eff) 	<ul style="list-style-type: none"> ● Web sites ● Other 2 (Publication - fact sheet) ● Other 1 (Applied Research)

3. Description of targeted audience

- Agency Staff or Professionals (Adult)
- Coastal Land Owners (Adult)
- Commercial Fishing Industry Members (Adult)
- Commercial Aquaculturalists (Adult)
- Commercial Fishing Industry Organization Members (Adult)
- Community Leaders (Adult)
- Community Members (Adult)
- General Public (Adult)
- Municipal Officials (Adult)
- Policy Makers (Adult)
- Veterinarians (Adult)
- Volunteers (Adult)
- Community Members (Youth)
- Students (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
2010	1285	245	80	0
2011	1110	245	80	0
2012	1335	245	80	0
2013	1160	245	80	0
2014	1360	245	80	0

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

Expected Patent Applications

2010 :0 2011 :0 2012 :0 2013 :0 2014 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	0	0	0

V(H). State Defined Outputs

1. Output Target

- Direct - Applied Research

2010 :1 2011 :1 2012 :1 2013 :1 2014 :1

- Direct - Collaborative or Cooperative Effort

2010 :5 2011 :5 2012 :5 2013 :5 2014 :5

- Direct - Conference/Symposium

2010 :1 2011 :0 2012 :1 2013 :0 2014 :1

- Direct - Consultation

2010 :100 2011 :100 2012 :100 2013 :100 2014 :100

- Direct - Train the Trainer or Volunteer Training

2010 :50 2011 :50 2012 :50 2013 :45 2014 :45

- Indirect - Applied Research

2010 :1 2011 :1 2012 :1 2013 :1 2014 :1

- Direct - Educational Programs or Projects

2010 :7	2011 :7	2012 :7	2013 :7	2014 :7
----------------	----------------	----------------	----------------	----------------

- Direct - Scholarship

2010 :29	2011 :28	2012 :28	2013 :28	2014 :28
-----------------	-----------------	-----------------	-----------------	-----------------

- Indirect - Publication in the Popular Media

2010 :1	2011 :1	2012 :1	2013 :1	2014 :1
----------------	----------------	----------------	----------------	----------------

V(I). State Defined Outcome

O. No	Outcome Name
1	Adopt appropriate practices
2	Adopt practices that maintain long-term productivity
3	Conduct community service or outreach
4	Increase levels of community participation and decision making
5	Make better decision regarding natural resource management
6	Promote community responsibility and action
7	Promote municipal responsibility and action
8	Promote personal responsibility and action
9	Develop environmentally sound technologies and practices
10	Assess community needs
11	Adopt appropriate management strategies
12	Keep farmed aquatic species healthy
13	Work towards improving water quality and eliminating pollution sources

Outcome #1

1. Outcome Target

Adopt appropriate practices

2. Outcome Type : Change in Action Outcome Measure

2010 57 **2011** : 20 **2012** : 20 **2013** 20 **2014** :20

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 112 - Watershed Protection and Management
- 134 - Outdoor Recreation
- 135 - Aquatic and Terrestrial Wildlife
- 307 - Animal Production Management Systems
- 608 - Community Resource Planning and Development

Outcome #2

1. Outcome Target

Adopt practices that maintain long-term productivity

2. Outcome Type : Change in Action Outcome Measure

2010 60 **2011** : 60 **2012** : 60 **2013** 60 **2014** :60

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 135 - Aquatic and Terrestrial Wildlife
- 307 - Animal Production Management Systems

Outcome #3

1. Outcome Target

Conduct community service or outreach

2. Outcome Type : Change in Action Outcome Measure

2010 :12 **2011** : 12 **2012** : 12 **2013** :12 **2014** :12

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development

Outcome #4

1. Outcome Target

Increase levels of community participation and decision making

2. Outcome Type : Change in Action Outcome Measure

2010 :30 **2011** : 30 **2012** : 30 **2013** 30 **2014** :30

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development

Outcome #5

1. Outcome Target

Make better decision regarding natural resource management

2. Outcome Type : Change in Action Outcome Measure

2010 :62 **2011** : 25 **2012** : 25 **2013** 25 **2014** :25

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 112 - Watershed Protection and Management
- 134 - Outdoor Recreation
- 135 - Aquatic and Terrestrial Wildlife
- 307 - Animal Production Management Systems

Outcome #6

1. Outcome Target

Promote community responsibility and action

2. Outcome Type : Change in Action Outcome Measure

2010 :80 **2011** : 85 **2012** : 90 **2013** 95 **2014** :95

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development

Outcome #7

1. Outcome Target

Promote municipal responsibility and action

2. Outcome Type : Change in Action Outcome Measure

2010 :30 **2011** : 35 **2012** : 40 **2013** :45 **2014** :45

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development

Outcome #8

1. Outcome Target

Promote personal responsibility and action

2. Outcome Type : Change in Action Outcome Measure

2010 :80 **2011 :**90 **2012 :**100 **2013 :**110 **2014 :**110

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development

Outcome #9

1. Outcome Target

Develop environmentally sound technologies and practices

2. Outcome Type : Change in Knowledge Outcome Measure

2010 :5 **2011 :**5 **2012 :**5 **2013 :**5 **2014 :**5

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 112 - Watershed Protection and Management
- 135 - Aquatic and Terrestrial Wildlife
- 307 - Animal Production Management Systems
- 608 - Community Resource Planning and Development

Outcome #10

1. Outcome Target

Assess community needs

2. Outcome Type : Change in Knowledge Outcome Measure

2010 :10 **2011 :**10 **2012 :**10 **2013 :**10 **2014 :**10

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development

Outcome #11

1. Outcome Target

Adopt appropriate management strategies

2. Outcome Type : Change in Action Outcome Measure

2010 :114 **2011 :**40 **2012 :**40 **2013 :**40 **2014 :**40

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 112 - Watershed Protection and Management
- 134 - Outdoor Recreation
- 307 - Animal Production Management Systems
- 608 - Community Resource Planning and Development

Outcome #12

1. Outcome Target

Keep farmed aquatic species healthy

2. Outcome Type : Change in Action Outcome Measure

2010 57 **2011** :20 **2012** : 20 **2013** 20 **2014** :20

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 135 - Aquatic and Terrestrial Wildlife
- 307 - Animal Production Management Systems

Outcome #13

1. Outcome Target

Work towards improving water quality and eliminating pollution sources

2. Outcome Type : Change in Action Outcome Measure

2010 :100 **2011** : 100 **2012** : 100 **2013** :100 **2014** :100

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 112 - Watershed Protection and Management
- 307 - Animal Production Management Systems
- 608 - Community Resource Planning and Development

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

{NO DATA ENTERED}

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

1. Evaluation Studies Planned

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

Description

Intentions for short-term evaluation: Pre- and post-program evaluations will be conducted as appropriate. We will track the use of web resources and requests for publications. We will survey marine aquaculture stakeholder groups to document success in collaborative research and education.

Intentions for medium-term evaluation: Follow up survey of program participants will be conducted as appropriate to assess how knowledge/skills gained are being applied. Evaluate behavior changes such as production practices and policies for marine aquaculture resulting from our efforts in collaborative research and education.

Intentions for long-term evaluation: Follow up community-level survey to assess progress made in relation to goals set, such as protecting and enhancing natural resources and environment through sustainable stewardship. Evaluate beneficial changes to the economic and environmental sustainability of marine aquaculture resulting from UMaine Extension's efforts in collaborative

2. Data Collection Methods

- On-Site
- Other (Email/Web surveys)
- Structured

Description

{NO DATA ENTERED}

V(A). Planned Program (Summary)

Program #4

1. Name of the Planned Program

Entrepreneurship - Small and Home Based Business

2. Brief summary about Planned Program

Small businesses are an important sector of Maine's economy, and approximately 25 percent of new small businesses in Maine are home-based. Business and financial planning and management skills, computer skills, product and value-added development, and marketing skills are essential to the success of new and established small businesses. Workshops, clinics, consultations, conferences, and websites provide access to information and a means to develop and refine skills that are applied at all stages of new business development and current business enhancement.

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
134	Outdoor Recreation	2%		2%	
504	Home and Commercial Food Service	2%		2%	
602	Business Management, Finance, and Taxation	80%		80%	
604	Marketing and Distribution Practices	7%		7%	
607	Consumer Economics	2%		2%	
608	Community Resource Planning and Development	5%		5%	
801	Individual and Family Resource Management	2%		2%	
	Total	100%		100%	

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

1. Situation and priorities

A 2003 statewide poll of Maine residents, conducted by Market Decisions of South Portland, found the economy, specifically jobs, to be a top concern.[i]

Maine's economic outlook calls for continued steady slow economic growth, with southern and coastal areas of the state outperforming the rest of the state in the years ahead. Most of the new jobs in Maine are expected to come from the services and retail trade sectors concentrated in the southern and coastal regions. The outlook for the manufacturing sector calls for continued employment losses as traditional natural-resource-based industries in Maine continue to erode and decline. Between 2001 and 2002, Maine lost 9,700 manufacturing jobs, representing 11.2 percent of all our manufacturing jobs.[ii] In northern Maine, hundreds of workers have recently lost high paying jobs as a result of the bankruptcies of Great Northern Paper Company in Millinocket, Eastern Fine Paper Company in Brewer, and Lincoln Pulp and Paper Company in Lincoln.

The top priority of Maine's Governor and the Department of Economic and Community Development is to increase economic opportunities. Small business development and entrepreneurship play an important role in the state's current economic development strategy. Maine's economic future is dependent on the successful start-up, continuation and expansion of small businesses. There are about 140,000 small businesses in Maine. [iii] About 90 percent of them employ five or fewer employees, accounting for about 20 percent of the labor force. [iv] Many of these businesses are home-based and located in the rural areas of the state. Together, these small businesses contribute significantly to the employment base in Maine.

Successful start-up of small businesses has played a very important role in Maine's employment growth during the 1990s and early 2000s and is expected to continue through the next decade. About 25 percent of these start-ups are home-based. They include every economic sector, from food processing to home childcare. It is estimated that two out of every three new jobs will be created by small businesses employing fewer than five people. [v] Many of these businesses are expected to be home-based or micro-enterprises that produce value-added products from Maine's natural resources. Small and home-based businesses represent entrepreneurial strength, diversity and durability, which contribute to the economic vitality of the state.

[i] Market Decisions. *Mainers' View of Economy Continues to Improve - Rising Faster than National Indices*. South Portland, ME, 2003. <http://www.marketdecisions.com/index2.htm> (accessed September 2004).

[ii] Maine Department of Labor, Labor Market Information Services. <http://www.maine.gov/labor/lmis/> (accessed September 2004).

[iii] James C. McConnon. "Maine Microenterprises and Employment Levels by County, 2001." Working paper, University of Maine Cooperative Extension, Orono, Maine, 2003. <http://www.umext.maine.edu/topics/county2001.pdf> (accessed July 2004).

[iv] Ibid

[v] Maine Department of Economic and Community Development, in cooperation with the Kauffman Foundation. *Promoting and Sustaining an Entrepreneurship-Based Economy in Maine*. <http://www.state.me.us/decd/decdweb/OBDApril262003.htm> (accessed July 2004).

2. Scope of the Program

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

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

1. Assumptions made for the Program

A growing number of Maine residents are considering starting a small business as a way of securing and sustaining a livable wage. There are also many established small businesses that have great potential to expand into new markets. Unfortunately, those interested in starting or expanding their own business are often unaware of the resources available to help them, and many lack the business management skills necessary to successfully evaluate potential business viability, and start and grow a small business. Many also lack the kinds of computer skills that, among other things, can offer access to much broader markets. Extension will collaborate with others to determine the most responsive and effective ways to market our resources and provide practical educational delivery methods and services.

2. Ultimate goal(s) of this Program

- Enhance the economic and environmental sustainability of Maine agriculture and aquaculture.
- Increase the economic and social viability and sustainability of Maine communities.

V(E). Planned Program (Inputs)

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

Year	Extension		Research	
	1862	1890	1862	1890
2010	5.0	0.0	0.5	0.0
2011	5.0	0.0	0.5	0.0
2012	5.2	0.0	0.5	0.0
2013	4.8	0.0	0.5	0.0
2014	4.8	0.0	0.5	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

- Business Consultations
- Doing Business Radio Show
- Eastern Maine Regional Business Regional Conference
- eXtension Entrepreneurs and their Communities Core Team
- Food Science Outreach Website
- General Activities - Entrepreneurship - small and home based business
- Governor's Regional Conferences on Small Business & Entrepreneurship
- How to Start a Specialty Food Business
- National Home-Based and Micro Business Design Team
- Recipe to Market Workshop Series
- Small and Home Based Business Education Clinic
- Small and Home Based Business Workshop Series
- Small Business Related (publication)

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"> ● Group Discussion ● Other 1 (Collaborative or Cooperative Eff) ● Other 2 (Trade Area Analyses) ● One-on-One Intervention ● Education Class ● Workshop ● Demonstrations 	<ul style="list-style-type: none"> ● Web sites ● Other 1 (Publication)

3. Description of targeted audience

- Business Owners - current (Adult)
- Business Owners - potential (Adult)
- Extension - all staff (Adult)
- Extension Faculty (Adult)
- Green Industry Members (Adult)
- Small or Home-Based Business Owners - Current (Adult)
- Small or Home-Based Business Owners - Potential (Adult)
- Tourism Development Stakeholders (Adult)

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
2010	2154	2325	0	0
2011	2169	2420	0	0
2012	2149	2500	0	0
2013	2144	2500	0	0
2014	2149	2500	0	0

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

Expected Patent Applications

2010 :0 2011 :0 2012 :0 2013 :0 2014 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	0	0	0

V(H). State Defined Outputs

1. Output Target

- Direct - Conference/Symposium

2010 :2 2011 :2 2012 :2 2013 :2 2014 :2

- Direct - Consultation

2010 :276 2011 :276 2012 :276 2013 :276 2014 :276

- Direct - Train the Trainer or Volunteer Training

2010 :1 2011 :1 2012 :1 2013 :1 2014 :1

- Direct - Collaborative or Cooperative Effort

2010 :1 2011 :1 2012 :1 2013 :1 2014 :1

- Direct - Educational Programs or Projects

	2010 #2	2011 #3	2012 #2	2013 #3	2014 #2
● Direct - Scholarship					
	2010 :5	2011 :5	2012 :5	2013 :5	2014 :5
● Indirect - Media and Internet					
	2010 :14	2011 :13	2012 :1	2013 :1	2014 :1
● Indirect - Professional, Peer-reviewed, or Refereed, Scholarship					
	2010 :12	2011 :12	2012 :12	2013 :12	2014 :12
● Multiple-undefined delivery method					
	2010 :3	2011 :0	2012 :0	2013 :0	2014 :0

V(I). State Defined Outcome

O. No	Outcome Name
1	Adopt business management practices
2	Adopt record-keeping system
3	Conduct educational activities through cooperative or collaborative effort
4	Design and implement small business conference
5	Develop a business plan
6	Develop a financial plan
7	Develop a marketing plan
8	Develop marketing tools
9	Establish a business
10	Decide not to create non-viable business
11	Develop tourism plan
12	Expand a business
13	Inventory community assets

Outcome #1

1. Outcome Target

Adopt business management practices

2. Outcome Type : Change in Action Outcome Measure

2010 :160 **2011** : 160 **2012** : 130 **2013** :130 **2014** :130

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 134 - Outdoor Recreation
- 504 - Home and Commercial Food Service
- 602 - Business Management, Finance, and Taxation
- 604 - Marketing and Distribution Practices
- 607 - Consumer Economics

Outcome #2

1. Outcome Target

Adopt record-keeping system

2. Outcome Type : Change in Action Outcome Measure

2010 :60 **2011** : 60 **2012** : 60 **2013** :60 **2014** :60

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 134 - Outdoor Recreation
- 504 - Home and Commercial Food Service
- 602 - Business Management, Finance, and Taxation
- 604 - Marketing and Distribution Practices
- 607 - Consumer Economics
- 801 - Individual and Family Resource Management

Outcome #3

1. Outcome Target

Conduct educational activities through cooperative or collaborative effort

2. Outcome Type : Change in Action Outcome Measure

2010 :25 **2011** : 25 **2012** : 25 **2013** :25 **2014** :25

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 604 - Marketing and Distribution Practices
- 607 - Consumer Economics

Outcome #4

1. Outcome Target

Design and implement small business conference

2. Outcome Type : Change in Action Outcome Measure

2010 :3 2011 : 3 2012 : 3 2013 : 3 2014 :3

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 602 - Business Management, Finance, and Taxation

Outcome #5

1. Outcome Target

Develop a business plan

2. Outcome Type : Change in Action Outcome Measure

2010 :100 2011 : 100 2012 : 80 2013 : 80 2014 :80

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 134 - Outdoor Recreation
- 504 - Home and Commercial Food Service
- 602 - Business Management, Finance, and Taxation
- 604 - Marketing and Distribution Practices
- 607 - Consumer Economics

Outcome #6

1. Outcome Target

Develop a financial plan

2. Outcome Type : Change in Action Outcome Measure

2010 :35 2011 : 35 2012 : 35 2013 : 35 2014 :35

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 134 - Outdoor Recreation
- 504 - Home and Commercial Food Service
- 602 - Business Management, Finance, and Taxation
- 604 - Marketing and Distribution Practices
- 607 - Consumer Economics

Outcome #7

1. Outcome Target

Develop a marketing plan

2. Outcome Type : Change in Action Outcome Measure

2010 :30 **2011** : 30 **2012** : 30 **2013** :30 **2014** :30

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 134 - Outdoor Recreation
- 504 - Home and Commercial Food Service
- 602 - Business Management, Finance, and Taxation
- 604 - Marketing and Distribution Practices
- 607 - Consumer Economics

Outcome #8

1. Outcome Target

Develop marketing tools

2. Outcome Type : Change in Action Outcome Measure

2010 :45 **2011** : 45 **2012** : 45 **2013** :45 **2014** :45

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 134 - Outdoor Recreation
- 504 - Home and Commercial Food Service
- 602 - Business Management, Finance, and Taxation
- 604 - Marketing and Distribution Practices
- 607 - Consumer Economics
- 608 - Community Resource Planning and Development

Outcome #9

1. Outcome Target

Establish a business

2. Outcome Type : Change in Action Outcome Measure

2010 :81 **2011** : 81 **2012** : 81 **2013** : 81 **2014** :81

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 134 - Outdoor Recreation
- 504 - Home and Commercial Food Service

- 602 - Business Management, Finance, and Taxation

Outcome #10

1. Outcome Target

Decide not to create non-viable business

2. Outcome Type : Change in Action Outcome Measure

2010 :15 **2011** : 15 **2012** : 15 **2013** :15 **2014** :15

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 602 - Business Management, Finance, and Taxation

Outcome #11

1. Outcome Target

Develop tourism plan

2. Outcome Type : Change in Action Outcome Measure

2010 :5 **2011** : 5 **2012** : 5 **2013** :5 **2014** :5

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 134 - Outdoor Recreation
- 608 - Community Resource Planning and Development

Outcome #12

1. Outcome Target

Expand a business

2. Outcome Type : Change in Action Outcome Measure

2010 :25 **2011** : 25 **2012** : 25 **2013** :25 **2014** :25

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 134 - Outdoor Recreation
- 602 - Business Management, Finance, and Taxation

Outcome #13

1. Outcome Target

Inventory community assets

2. Outcome Type : Change in Action Outcome Measure

2010 :8 **2011** : 8 **2012** : 8 **2013** :8 **2014** :8

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

{NO DATA ENTERED}

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

1. Evaluation Studies Planned

- After Only (post program)

Description

Intentions for short-term evaluation: An end-of-program evaluation will be administered to assess initial knowledge and skill changes and establish a baseline of planned practice changes. Quantitative and qualitative methods may be used to assess program impacts.

Intentions for medium-term evaluation: Approximately six-months after each program, an evaluation will be conducted to assess medium-term knowledge, skill, and practice changes and measure initial program impacts. Quantitative and qualitative methods may be used to assess program impacts.

Intentions for long-term evaluation: Approximately one-year after each program, an evaluation will be conducted to assess long-term knowledge, skill and practice changes and to measure program impacts. Quantitative and qualitative methods may be used to assess program impacts.

2. Data Collection Methods

- Mail
- Other (Email/Web surveys)
- Structured

Description

{NO DATA ENTERED}

V(A). Planned Program (Summary)

Program #5

1. Name of the Planned Program

Community Development: Capacity-building Skills

2. Brief summary about Planned Program

In all communities, large and small, there is a need for local leadership to deal with complex issues. Members of charitable non-profits and community organizations need to be able to develop skills and access information and technical assistance to inform their decisions. Citizens, both youth and adults, need to engage in building the communities that they want for the future. Workshops, train-the-trainer programs, and coaching sessions will be used to develop facilitation and group process skills that will enhance individual participation and effectiveness in working in groups to make informed decisions and plan for the future of their organizations and 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 : No

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
608	Community Resource Planning and Development	10%		10%	
802	Human Development and Family Well-Being	35%		35%	
803	Sociological and Technological Change Affecting Individuals, Families and Communities	45%		45%	
805	Community Institutions, Health, and Social Services	5%		5%	
901	Program and Project Design, and Statistics	5%		5%	
	Total	100%		100%	

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

1. Situation and priorities

Maine has a population of about 1.25 million people, yet we live in a space that could comfortably hold the other five New England states put together.[i]The majority of Maine’s residents live in southern Maine, where coastal property is at a premium and increasingly unaffordable to long-time Maine residents due to escalating property taxes. Southern and mid-coast areas have experienced the greatest in-migration. Our net population is growing slowly. From 2002 to 2011, it is estimated that 3000 to 4000 people will move to Maine "from away." [ii] From within the state, we are moving from north to south, from inland to coastal areas

and from urban to rural areas. Infrastructure costs to support these population shifts (schools, commuter roads, municipal services) and the environmental costs of urban sprawl (water, soil and air quality) are being passed on to state taxpayers.

Maine's population is relatively old, with a median age of 36.9 years.[iii] It is the third oldest state in the nation. In 2002, 14 percent of Maine's total population was 65 or older.[iv] In 2025, that group will represent 21 percent of the total population, as a result of elders living longer, a projected continuing out-migration and declining birth rates.[v] From 2000 to 2020, Maine's population is forecast to grow about 10 percent overall, but Maine's senior population will grow by 50 percent.[vi] Affordable and accessible elder health care, housing and related services will become more pronounced over time.

Some reports indicate that Maine's young people are leaving. This is referred to as the "brain drain." [vii] This presents a challenge: young people are attracted to vibrant economies, and vibrant economies are built on the ideas and energy of young workers.[viii] From 2000 to 2011 the K-12 public school population will decrease; from 2005 to 2011, the number of high school graduates will decrease, and in 2005, the total school population will begin to decline.[ix] In addition to these statistics, the increased time workers spend commuting between home and one or more work sites, just to make ends meet, leaves less time and energy for family connections, volunteerism or civic engagement.

[i] Laurie Lachance, "Maine's Population," Maine Policy Leaders Academy presentation (Augusta, ME: Maine State Planning Office, 2000), <http://www.state.me.us/spo/economics/economics/pdf/pla-presentation.pdf> (accessed May 2004).

[ii] Charles Colgan, "The 2002 Long Range Economic and Population Forecasts

For Maine and its Regions 2000-2025". (Portland, ME: USM Center for Business and Economic Research, 2002) http://www.muskie.usm.maine.edu/csc/homepage/dmpremi_2000.htm (accessed May 2004).

[iii] Lachance, "Maine's Population."

[iv] Lachance, "Maine's Population."

[v] Lachance, "Maine's Population."

[vi] Lachance "Maine's Population."

[vii] Laurie Lachance, "The Maine Economy: Shoring Up the Foundation," presentation to the Jackson Laboratory (Augusta, ME: Maine State Planning Office, 2003), www.state.me.us/spo/economics/economics/presentations.php (accessed May 2004).

[viii] Lachance, "The Maine Economy."

[ix] Colgan, "Economic and Population Forecasts."

2. Scope of the Program

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

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

1. Assumptions made for the Program

According to James B. Cook, "there is a generally recognized set of characteristics that differentiate community development from other forms of community-related activities." [i] The characteristics of a community development activity include (1) a focus on a defined "unit" called community, (2) a desired outcome that results in positive structural change, (3) involvement of paid professionals or workers, (4) a process initiated from outside of the community, (5) an emphasis on the involvement of community members, and (6) a holistic approach that will increase participation in a democratic process . . . and result in more inclusive community decision-making. [ii] A community's capacity, or ability to achieve identified goals, is realized when potential community assets, resources, gifts and talents are mobilized.

[i] James B. Cook, Community Development Theory, publication MP568, (Columbia, MO: University of Missouri Extension, 1994), 3.

[ii] Cook, Community Development Theory, 3.

2. Ultimate goal(s) of this Program

- Improve the lives of Maine citizens through positive human development, healthy lifestyles and nutrition, and lifelong wellness.
- Increase the economic and social viability and sustainability of Maine communities.

V(E). Planned Program (Inputs)

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

Year	Extension		Research	
	1862	1890	1862	1890
2010	3.1	0.0	0.9	0.0
2011	3.0	0.0	0.9	0.0
2012	2.2	0.0	0.8	0.0
2013	2.2	0.0	0.8	0.0
2014	2.2	0.0	0.8	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

- CapacityBuilding Public Presentation
- CommunityCapacityBuilding and Leadership.
- Community Coaching
- Community Development Capacity-Building Skills (fact sheets)
- Community Development Capacity-Building Skills (refereed journal article)
- Community Development Related (curriculum)
- Community Development Related (newspaper article)
- Community Development Related (publication)
- General Energy Conservation Activities
- Maine Solutions Projects
- Organizational Development with Community Groups and Organizations
- Volunteer Development Activities

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"> ● Workshop ● One-on-One Intervention ● Other 2 (Collaborative or Cooperative Eff) ● Education Class ● Other 1 (Applied Research) ● Group Discussion 	<ul style="list-style-type: none"> ● Web sites ● Other 1 (Applied Research)

3. Description of targeted audience

- Community Leaders (Adult)
- Community Members (Adult)
- Community Organization Members or Staff (Adult)
- Extension - all staff (Adult)
- Extension Faculty (Adult)
- General Public (Adult)
- Policy Makers (Adult)
- Radio Program Audience (Adult)
- Volunteers (Adult)
- Volunteers (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
2010	10956	1316	100	100
2011	11025	816	100	100
2012	10675	311	100	100
2013	10675	311	100	100
2014	10675	311	100	100

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

Expected Patent Applications

2010 :0 2011 :0 2012 :0 2013 :0 2014 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	0	0	0

V(H). State Defined Outputs

1. Output Target

- Direct - Collaborative or Cooperative Effort

2010 2 2011 2 2012 2 2013 2 2014 2

- Indirect - Applied Research

2010 2 2011 2 2012 2 2013 2 2014 2

- Direct - Consultation

2010 27 2011 27 2012 2 2013 2 2014 2

- Direct - Educational Programs or Projects

2010 32 2011 34 2012 29 2013 29 2014 29

- Direct - Scholarship

2010	2011	2012	2013	2014
2	2	:2	2	2
● Indirect - Media and Internet				
3	3	:3	3	3
● Indirect - Professional, Peer-reviewed, or Refereed, Scholarship				
6	6	:6	6	5
● Indirect - Publication in the Popular Media				
2	2	:2	2	2
● Multiple-undefined delivery method				
64	64	:64	64	64

V(I). State Defined Outcome

O. No	Outcome Name
1	Provide learning opportunities for groups or organizations
2	Teach others to take leadership and facilitation roles
3	Access community needs
4	Develop a shared vision for the future
5	Increase capacity to function as a group
6	Increase volunteerism
7	Teach others to convene and facilitate community collaboratives
8	Engage positively in their community
9	Facilitate planning and decision-making processes that create and sustain healthy communities
10	Inventory community assets
11	Participate in leadership roles
12	Support and mentor others in leadership roles

Outcome #1

1. Outcome Target

Provide learning opportunities for groups or organizations

2. Outcome Type : Change in Action Outcome Measure

2010 :10 **2011** : 12 **2012** : 12 **2013** :12 **2014** :12

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

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

Outcome #2

1. Outcome Target

Teach others to take leadership and facilitation roles

2. Outcome Type : Change in Action Outcome Measure

2010 :40 **2011** : 40 **2012** : 40 **2013** :40 **2014** :40

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

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

Outcome #3

1. Outcome Target

Access community needs

2. Outcome Type : Change in Action Outcome Measure

2010 :20 **2011** : 25 **2012** : 30 **2013** :30 **2014** :30

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities
- 805 - Community Institutions, Health, and Social Services
- 901 - Program and Project Design, and Statistics

Outcome #4

1. Outcome Target

Develop a shared vision for the future

2. Outcome Type : Change in Knowledge Outcome Measure

2010 25 **2011** :27 **2012** : 27 **2013** 27 **2014** :27

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development
- 802 - Human Development and Family Well-Being
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities
- 805 - Community Institutions, Health, and Social Services
- 901 - Program and Project Design, and Statistics

Outcome #5

1. Outcome Target

Increase capacity to function as a group

2. Outcome Type : Change in Action Outcome Measure

2010 20 **2011** :22 **2012** : 22 **2013** 22 **2014** :22

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities
- 805 - Community Institutions, Health, and Social Services
- 901 - Program and Project Design, and Statistics

Outcome #6

1. Outcome Target

Increase volunteerism

2. Outcome Type : Change in Action Outcome Measure

2010 :10 **2011** : 10 **2012** : 10 **2013** :10 **2014** :10

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities
- 805 - Community Institutions, Health, and Social Services
- 901 - Program and Project Design, and Statistics

Outcome #7

1. Outcome Target

Teach others to convene and facilitate community collaboratives

2. Outcome Type : Change in Action Outcome Measure

2010 3 **2011** : 3 **2012** : 3 **2013** 3 **2014** :3

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

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

Outcome #8

1. Outcome Target

Engage positively in their community

2. Outcome Type : Change in Action Outcome Measure

2010 200 **2011** : 200 **2012** : 200 **2013** 200 **2014** :200

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 802 - Human Development and Family Well-Being

Outcome #9

1. Outcome Target

Facilitate planning and decision-making processes that create and sustain healthy communities

2. Outcome Type : Change in Knowledge Outcome Measure

2010 :13 **2011** : 13 **2012** : 13 **2013** :13 **2014** :13

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development
- 805 - Community Institutions, Health, and Social Services

Outcome #10

1. Outcome Target

Inventory community assets

2. Outcome Type : Change in Action Outcome Measure

2010 :13 **2011** : 13 **2012** : 13 **2013** :13 **2014** :13

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development
- 805 - Community Institutions, Health, and Social Services

Outcome #11

1. Outcome Target

Participate in leadership roles

2. Outcome Type : Change in Action Outcome Measure

2010 200 **2011** : 200 **2012** : 200 **2013** 200 **2014** :200

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development
- 802 - Human Development and Family Well-Being

Outcome #12

1. Outcome Target

Support and mentor others in leadership roles

2. Outcome Type : Change in Action Outcome Measure

2010 200 **2011** : 200 **2012** : 200 **2013** 200 **2014** :200

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development
- 802 - Human Development and Family Well-Being

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

{NO DATA ENTERED}

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

1. Evaluation Studies Planned

- Before-After (before and after program)

Description

Intentions for short-term evaluation: Pre- and post-event evaluation instrument as well as a retrospective evaluation instrument will be used to measure knowledge gained and skills learned.

Intentions for medium-term evaluation: Evaluation of changes in behavior, practice, decision-making, policy, social action, and changes in civic engagement.

Intentions for long-term evaluation: Research on the long-term impact of changes in social, civic, organizational, economic,

and environmental conditions.

2. Data Collection Methods

- Other (Email/Web Surveys)
- On-Site

Description

{NO DATA ENTERED}

V(A). Planned Program (Summary)

Program #6

1. Name of the Planned Program

Environmental Education - Sustainable Living

2. Brief summary about Planned Program

All life on Earth is dependent upon healthy ecosystems. Sustainable ecosystems are essential to healthy, sustainable economies. Global issues, such as global warming and over-consumption of resources, can be addressed at the local level through education and individual and collective action. Day camps, summer residential camps, leadership development programs, volunteer development programs, demonstrations, websites, and other methodologies will be used to establish strong connections between individuals and the natural world, and support their commitment to action.

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
111	Conservation and Efficient Use of Water	10%		10%	
112	Watershed Protection and Management	10%		10%	
123	Management and Sustainability of Forest Resources	10%		10%	
134	Outdoor Recreation	10%		10%	
135	Aquatic and Terrestrial Wildlife	5%		5%	
136	Conservation of Biological Diversity	5%		5%	
403	Waste Disposal, Recycling, and Reuse	15%		15%	
703	Nutrition Education and Behavior	5%		5%	
724	Healthy Lifestyle	15%		15%	
801	Individual and Family Resource Management	15%		15%	
	Total	100%		100%	

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

1. Situation and priorities

Nearly all the world's ecosystems are shrinking to make way for humans and their homes, farms, malls and factories. It is no different in Maine. The industrial growth economy, driven in large part by consumerism, is not sustainable. Yet, social health has declined in the United States in the past 30 years, despite higher levels of consumption.

All economic activity, indeed all life, depends on the earth's ecosystem. For economic progress to continue we have little choice but to restructure the economy to make it environmentally sustainable. Educating for a sustainable future involves learning to make decisions that consider the long-term economy, ecology and equity of all communities-learning how to anticipate the consequences of our actions.

A sustainable society is one that satisfies its needs without jeopardizing the prospects of future generations. National opinion surveys reveal that Americans do not understand the concepts involved in sustainable living, and they have little understanding of such pervasive issues as biodiversity, global warming and endangered species. This stands in startling contrast to the fact that the year 2002 was the second hottest (1998 was the hottest) since record keeping began in the 1880s, and that approximately 27,000 species worldwide are driven to extinction each year.

2. Scope of the Program

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

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

1. Assumptions made for the Program

Sustainability will require a shift from an industrial growth economy to a life-sustaining society. Support mechanisms for sustainable living are needed in order to translate research information, introduce educational strategies, develop curricula and organize community action. An Extension network for sustainable living would empower individuals in communities to shape their own futures through an appropriate mix of education, group-process training and technical support.

2. Ultimate goal(s) of this Program

- .. A Larger and more diverse pool of youth are pursuing SET careers through post secondary education and improved SET literacy in the general population.
- .. Improve the lives of Maine citizens through positive human development, healthy lifestyles and nutrition, and lifelong wellness.
- .. Increase the economic and social viability and sustainability of Maine communities.
- .. Protect and enhance Maine's natural resources and environment through sustainable stewardship.

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
2010	5.7	0.0	0.4	0.0
2011	5.8	0.0	0.1	0.0
2012	5.8	0.0	0.1	0.0
2013	5.2	0.0	0.1	0.0
2014	5.2	0.0	0.1	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

- .. 4-H Day School Programs
- .. 4-H EarthConnectionsSchool Programs
- .. 4-H Earth Connections Summer Residential Camp
- .. Blueberry Cove Outputs
- .. Bryant Pond 4-H Camp
- .. Consumer alternative energy activities
- .. Earth Connections Demonstrations at Tanglewood and Blueberry Cove Camps
- .. Earth Connections Volunteers
- .. Earth Connections Web Site
- .. Environmental Education
- .. General Activities - Sustainable Living
- .. Community Mapping Project for Schools
- ..

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"> ● Workshop ● Education Class ● Other 1 (Applied Research) ● Other 2 (4-H Day Camp) ● Group Discussion ● Demonstrations 	<ul style="list-style-type: none"> ● Web sites

3. Description of targeted audience

•4-H Volunteers (Adult) •Adults with Disabilities (Adults) •Community Members (Adult) •Community Organization Members or Staff (Adult) •Extension Professionals (Adult) •General Public (Adult) •Homeowners (Adult) •Teachers (Adult) •Volunteers (Adult) •Youth Educators (Adult) •4-H Members (Youth) •4-H Special Interest or Short-Term Program Participants (Youth) •Community Members (Youth) •School Enrichment Program Participants (Youth) •Students (Youth) •Youth (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
2010	1073	488	8584	120
2011	1103	513	8684	128
2012	1123	350	8791	135
2013	1143	375	8904	143
2014	1158	390	9081	165

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

Expected Patent Applications

2010 :0 2011 :0 2012 :0 2013 :0 2014 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	0	0	0

V(H). State Defined Outputs**1. Output Target**

- Direct - Management teams

2010 :15	2011 :15	2012 :15	2013 :15	2014 :15
-----------------	-----------------	-----------------	-----------------	-----------------

- Direct - 4-H Club, Camp, Project, Program

2010 :172	2011 :172	2012 :172	2013 :177	2014 :177
------------------	------------------	------------------	------------------	------------------

- Direct - Conference/Symposium

2010 :3	2011 :3	2012 :3	2013 :3	2014 :3
----------------	----------------	----------------	----------------	----------------

- Direct - Educational Programs or Projects

2010 :119	2011 :122	2012 :124	2013 :125	2014 :125
------------------	------------------	------------------	------------------	------------------

- Direct - Train the Trainer or Volunteer Training

2010 :5	2011 :5	2012 :5	2013 :5	2014 :5
----------------	----------------	----------------	----------------	----------------

- Indirect - Media and Internet

2010 :3	2011 :3	2012 :2	2013 :2	2014 :2
----------------	----------------	----------------	----------------	----------------

- Indirect - Professional, Peer-reviewed, or Refereed, Scholarship

2010 :1	2011 :1	2012 :1	2013 :2	2014 :2
----------------	----------------	----------------	----------------	----------------

- Multiple-undefined delivery method

2010 :17	2011 :20	2012 :21	2013 :19	2014 :21
-----------------	-----------------	-----------------	-----------------	-----------------

V(I). State Defined Outcome

O. No	Outcome Name
1	Develop skills that promote healthy relationships
2	Increase use of Maine-produced natural resources
3	Make better decision regarding natural resource management
4	Make better decisions regarding healthy lifestyle
5	Promote healthy relationships
6	Protect or conserve biodiversity and habitat including native plant and animal species
7	Adopt environmentally sound practices
8	Adopt lower impact lifestyles
9	Conduct community service or outreach
10	Create and sustain effective partnerships and collaborations
11	Create learning opportunities based on principles of positive human development
12	Develop environmentally sound technologies and practices
13	Adopt Sustainable Living policies or practices as individuals or families.
14	Adopt Sustainable Living policies or practices as organizations.
15	Adopt at least one energy saving practice
16	Conduct community service or outreach using science and technology skills
17	Identify and solve problems using science and technology skills
18	Integrate regular physical activity into daily life
19	Learn about sustainable living from Extension staff members.
20	Learn about sustainable living from Extension volunteers.
21	Make informed decisions about the implementation of techniques that will reduce consumption of fossil fuels
22	Teach others about living more sustainably.
23	Engage positively in their community

Outcome #1

1. Outcome Target

Develop skills that promote healthy relationships

2. Outcome Type : Change in Action Outcome Measure

2010 :1520 **2011** : 1520 **2012** : 1520 **2013** :1520 **2014** :1520

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 724 - Healthy Lifestyle

Outcome #2

1. Outcome Target

Increase use of Maine-produced natural resources

2. Outcome Type : Change in Action Outcome Measure

2010 30 **2011** : 30 **2012** : 30 **2013** 30 **2014** :30

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 134 - Outdoor Recreation

Outcome #3

1. Outcome Target

Make better decision regarding natural resource management

2. Outcome Type : Change in Action Outcome Measure

2010 85 **2011** : 115 **2012** : 115 **2013** :115 **2014** :115

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 111 - Conservation and Efficient Use of Water
- 112 - Watershed Protection and Management
- 123 - Management and Sustainability of Forest Resources
- 135 - Aquatic and Terrestrial Wildlife
- 136 - Conservation of Biological Diversity

Outcome #4

1. Outcome Target

Make better decisions regarding healthy lifestyle

2. Outcome Type : Change in Action Outcome Measure

2010 :1520 **2011** : 1550 **2012** : 1600 **2013** :1650 **2014** :1700

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 724 - Healthy Lifestyle

Outcome #5

1. Outcome Target

Promote healthy relationships

2. Outcome Type : Change in Action Outcome Measure

2010 :575 **2011** : 625 **2012** : 675 **2013** :725 **2014** :775

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 724 - Healthy Lifestyle

Outcome #6

1. Outcome Target

Protect or conserve biodiversity and habitat including native plant and animal species

2. Outcome Type : Change in Action Outcome Measure

2010 :30 **2011** : 40 **2012** : 40 **2013** :40 **2014** :40

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 123 - Management and Sustainability of Forest Resources
- 135 - Aquatic and Terrestrial Wildlife
- 136 - Conservation of Biological Diversity

Outcome #7

1. Outcome Target

Adopt environmentally sound practices

2. Outcome Type : Change in Action Outcome Measure

2010 :1520 **2011** : 1520 **2012** : 1520 **2013** :1520 **2014** :1520

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 724 - Healthy Lifestyle

Outcome #8**1. Outcome Target**

Adopt lower impact lifestyles

2. Outcome Type : Change in Action Outcome Measure

2010 :1430	2011 : 1430	2012 : 1430	2013 :1430	2014 :1430
-------------------	--------------------	--------------------	-------------------	-------------------

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 134 - Outdoor Recreation
- 724 - Healthy Lifestyle

Outcome #9**1. Outcome Target**

Conduct community service or outreach

2. Outcome Type : Change in Action Outcome Measure

2010 :630	2011 : 650	2012 : 680	2013 :730	2014 :780
------------------	-------------------	-------------------	------------------	------------------

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 724 - Healthy Lifestyle

Outcome #10**1. Outcome Target**

Create and sustain effective partnerships and collaborations

2. Outcome Type : Change in Action Outcome Measure

2010 :25	2011 : 25	2012 : 25	2013 :25	2014 :25
-----------------	------------------	------------------	-----------------	-----------------

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 724 - Healthy Lifestyle
- 801 - Individual and Family Resource Management

Outcome #11**1. Outcome Target**

Create learning opportunities based on principles of positive human development

2. Outcome Type : Change in Action Outcome Measure

2010 :1400	2011 : 1400	2012 : 1400	2013 :1400	2014 :1400
-------------------	--------------------	--------------------	-------------------	-------------------

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 724 - Healthy Lifestyle

Outcome #12

1. Outcome Target

Develop environmentally sound technologies and practices

2. Outcome Type : Change in Action Outcome Measure

2010 25 **2011** :25 **2012** :25 **2013** 25 **2014** :25

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 111 - Conservation and Efficient Use of Water
- 112 - Watershed Protection and Management
- 123 - Management and Sustainability of Forest Resources
- 134 - Outdoor Recreation
- 136 - Conservation of Biological Diversity

Outcome #13

1. Outcome Target

Adopt Sustainable Living policies or practices as individuals or families.

2. Outcome Type : Change in Action Outcome Measure

2010 630 **2011** :690 **2012** :775 **2013** 850 **2014** :925

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 111 - Conservation and Efficient Use of Water
- 123 - Management and Sustainability of Forest Resources
- 403 - Waste Disposal, Recycling, and Reuse
- 724 - Healthy Lifestyle
- 801 - Individual and Family Resource Management

Outcome #14

1. Outcome Target

Adopt Sustainable Living policies or practices as organizations.

2. Outcome Type : Change in Action Outcome Measure

2010 0 **2011** :1 **2012** :1 **2013** :1 **2014** :1

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 111 - Conservation and Efficient Use of Water
- 123 - Management and Sustainability of Forest Resources
- 136 - Conservation of Biological Diversity

Outcome #15

1. Outcome Target

Adopt at least one energy saving practice

2. Outcome Type : Change in Action Outcome Measure

2010 #00 **2011** : 400 **2012** : 400 **2013** #00 **2014** :400

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 111 - Conservation and Efficient Use of Water
- 112 - Watershed Protection and Management
- 123 - Management and Sustainability of Forest Resources
- 403 - Waste Disposal, Recycling, and Reuse
- 724 - Healthy Lifestyle
- 801 - Individual and Family Resource Management

Outcome #16

1. Outcome Target

Conduct community service or outreach using science and technology skills

2. Outcome Type : Change in Action Outcome Measure

2010 30 **2011** : 50 **2012** : 100 **2013** :100 **2014** :100

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 111 - Conservation and Efficient Use of Water
- 112 - Watershed Protection and Management
- 123 - Management and Sustainability of Forest Resources
- 403 - Waste Disposal, Recycling, and Reuse

Outcome #17

1. Outcome Target

Identify and solve problems using science and technology skills

2. Outcome Type : Change in Action Outcome Measure

2010 30 **2011** : 50 **2012** : 100 **2013** :100 **2014** :100

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 111 - Conservation and Efficient Use of Water
- 112 - Watershed Protection and Management
- 123 - Management and Sustainability of Forest Resources

- 136 - Conservation of Biological Diversity
- 403 - Waste Disposal, Recycling, and Reuse

Outcome #18

1. Outcome Target

Integrate regular physical activity into daily life

2. Outcome Type : Change in Action Outcome Measure

2010 50 **2011** : 100 **2012** : 150 **2013** 200 **2014** :250

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 724 - Healthy Lifestyle

Outcome #19

1. Outcome Target

Learn about sustainable living from Extension staff members.

2. Outcome Type : Change in Action Outcome Measure

2010 520 **2011** : 520 **2012** : 545 **2013** 570 **2014** :620

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 703 - Nutrition Education and Behavior
- 724 - Healthy Lifestyle
- 801 - Individual and Family Resource Management

Outcome #20

1. Outcome Target

Learn about sustainable living from Extension volunteers.

2. Outcome Type : Change in Action Outcome Measure

2010 480 **2011** : 490 **2012** : 490 **2013** 490 **2014** :490

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 703 - Nutrition Education and Behavior
- 724 - Healthy Lifestyle
- 801 - Individual and Family Resource Management

Outcome #21

1. Outcome Target

Make informed decisions about the implementation of techniques that will reduce consumption of fossil fuels

2. Outcome Type : Change in Action Outcome Measure

2010 :400 **2011 :** 400 **2012 :** 400 **2013 :**400 **2014 :**400

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 801 - Individual and Family Resource Management

Outcome #22

1. Outcome Target

Teach others about living more sustainably.

2. Outcome Type : Change in Action Outcome Measure

2010 :620 **2011 :** 690 **2012 :** 740 **2013 :**790 **2014 :**840

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 801 - Individual and Family Resource Management

Outcome #23

1. Outcome Target

Engage positively in their community

2. Outcome Type : Change in Knowledge Outcome Measure

2010 :620 **2011 :** 620 **2012 :** 620 **2013 :** 620 **2014 :**620

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 111 - Conservation and Efficient Use of Water
- 112 - Watershed Protection and Management
- 123 - Management and Sustainability of Forest Resources
- 136 - Conservation of Biological Diversity
- 403 - Waste Disposal, Recycling, and Reuse
- 724 - Healthy Lifestyle
- 801 - Individual and Family Resource Management

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

Intentions for short-term evaluation: Pre- and post-program participant evaluations as appropriate, tracking use of web resources and requests for publications.

Intentions for medium-term evaluation: Follow-up survey of program participants as appropriate to assess how knowledge/skills gained are being applied, using surveys.

Intentions for long-term evaluation: Follow up community-level survey to asses progress made in relation to goals set, using surveys.

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

1. Evaluation Studies Planned

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

Description

Intentions for short-term evaluation: Pre- and post-program participant evaluations as appropriate, tracking use of web resources and requests for publications.

Intentions for medium-term evaluation: Follow-up survey of program participants as appropriate to assess how knowledge/skills gained are being applied, using surveys.

Intentions for long-term evaluation: Follow up community-level survey to asses progress made in relation to goals set, using surveys

2. Data Collection Methods

- Mail
- Other (Email/Web Surveys)
- On-Site

Description

{NO DATA ENTERED}

V(A). Planned Program (Summary)

Program #7

1. Name of the Planned Program

Family Relations and Transitions

2. Brief summary about Planned Program

Strong families are essential to the well-being of our children and our communities, regardless of how they are configured or what transitions they are experiencing. Core to strong families are good relational skills and parenting skills. Families exist in the context of community, culture, and society, each of which influences the development of individuals. Workshops, home visits, publications, and other methods are used to teach parenting, babysitting, financial management, and media literacy skills to 4-H volunteers, agency staff, parents, teachers, and families. Programs like the Gender Project and Turn Beauty Inside Out seek to engage whole communities in raising strong, healthy, whole young people.

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
801	Individual and Family Resource Management	20%		20%	
802	Human Development and Family Well-Being	20%		20%	
803	Sociological and Technological Change Affecting Individuals, Families and Communities	60%		60%	
	Total	100%		100%	

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

1. Situation and priorities

The National Extension Parent Education Model states that "parents experience special pressure today not faced by previous generations . . . a majority of American adults, regardless of age, race, marital or parental status believe that it is harder to be a parent today than it used to be." Today's parents often are uncertain about the right thing to do in raising their children.[i]

Many new parents have unexpected conflict after the birth of a first child. This leads to arguing, giving and receiving less affection, doubting their feelings for each other, and feeling unsure about their relationship. More than at any other stage of family life, thoughts of divorce are more frequent after the birth of a baby and when there are preschoolers at home.[ii] Forty-two percent of divorces involving parents take place before their first child leaves kindergarten. Almost 15 percent of these parents

end their marriage before their children reach 18 months of age.[iii] Seven out of ten couples have reported a decrease in the level of communication after they become parents. For half of these couples, this became permanent.[iv] Much of the decrease in satisfaction with marriage after the birth of a child is because of role conflicts.[v]

We are now a nation in which the majority of families are divorced; two out of three marriages taking place with adults under age 30 end in divorce.[vi] The average marriage in America lasts only seven years. While the impact of divorce is still being hotly debated, new research suggests that the differences between children from divorced homes and children from non-divorced homes are not as great as frequently reported.

The critical factor in how divorce affects children is how the adults manage the stress of separation

[i] Charles A. Smith, Dorothea Cudabeck, H. Wallace Goddard and Judith A. Myers-Walls, *The National Extension Parent Education Model* (Manhattan, KS: Kansas Cooperative Extension Service, 1994), 7.

[ii] Rhonda Kruse Nordin, *After the Baby: Making Sense of Marriage After Childbirth* (Dallas: Taylor Publishing, 2000).

[iii] United States Bureau of Census, "Marriage, Divorce and Remarriage in the 1990s," *Current Populations Reports* (Washington DC: United States Government Printing Office), 23-180.

[iv] Jay Belsky and John Kelly, *The Transition to Parenthood: How a First Child Changes a Marriage* (New York: Delacourte Press, 1994).

[v] Jean Twenge, W. Keith Campbell and Craig A. Foster, "Parenthood and Marital Satisfaction: A Meta-Analytic Review," *Journal of Marriage and Family* 65(August 2003), 574-583.

[vi] U.S. Census.

[vii] Paul R. Amato, "Reconciling Divergent Perspectives: Judith Wallerstein, Quantitative

2. Scope of the Program

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

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

1. Assumptions made for the Program

Effective parenting can be learned by people of all ages. Therefore, special attention must be given to supporting and strengthening the skills of parents, parents-to-be and all adults who care for children by teaching critical parenting practices. We also need to pay particular attention to the needs of stepfamilies and those families experiencing divorce and other role transitions. While the controversy regarding whether the negative impact of divorce on children can be mitigated continues, divorcing parents do benefit from intervention programming. For instance, prevention programming for custodial mothers has the potential to reduce psychological distress.[i]

Specific goals and objectives need to be set by communities, based on their needs and the availability of educators to address those needs. To suggest statewide goals at this point either makes them too broad to be evaluated or is self-defeating, prescribing the solution before the issue has been discussed, debated and clearly defined.

[i] Rachel A. Haine, Irwin N. Sandler, Sharlene A. Wolchik, Jenn-Yun Tein and Spring R. Dawson-McClure, "Changing the Legacy of Divorce: Evidence From Prevention Programs and Future Directions," *Family Relations* 52 (2003), 397-405.

2. Ultimate goal(s) of this Program

- .. Improve the lives of Maine citizens through positive human development, healthy lifestyles and nutrition, and lifelong wellness.
- .. Increase the economic and social viability and sustainability of Maine communities.

V(E). Planned Program (Inputs)

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

Year	Extension		Research	
	1862	1890	1862	1890
2010	7.2	0.0	0.2	0.0
2011	7.2	0.0	0.1	0.0
2012	7.2	0.0	0.1	0.0
2013	7.0	0.0	0.3	0.0
2014	7.0	0.0	0.3	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

- .. 4-H volunteer Development - Volunteer Training
- .. Ages and Stages Workshop Series
- .. Applied Research - Gender Education
- .. Bullying Prevention Workshops
- .. Caring For Kids - Baby Sitting Training for Youth
- .. Collaborative Relationships With Community Organizations
- .. Community Inquiries
- .. Eat Well Associates Training
- .. Energy Trainings
- .. Evaluation projects
- .. Facilitation skills for community leaders
- .. Family Related (fact sheet)
- .. Family Related (publication)
- ..

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"> ● Other 1 (Conference or symposium) ● Group Discussion ● Demonstrations ● Education Class ● Workshop ● One-on-One Intervention 	<ul style="list-style-type: none"> ● Other 1 (Applied Research) ● Newsletters

3. Description of targeted audience

•4-H Volunteers (Adult) •Agency Staff or Professionals (Adult) •Care Providers for Children (Adult) •Community Leaders (Adult) •Community Members (Adult) •Community Organization Members or Staff (Adult) •Extension - all staff (Adult) •Extension Faculty (Adult) •Extension Professionals (Adult) •Families (Adult) •General Public (Adult) •Parent Educators (Adult) •Parents (Adult) •Teachers (Adult) •Youth Educators (Adult) •Families (Youth) •Youth (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
2010	1179	4611	110	0
2011	1199	5078	85	0
2012	1259	5578	100	0
2013	1289	5578	100	0
2014	1336	5578	135	0

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

Expected Patent Applications

2010 :0 2011 :0 2012 :0 2013 :0 2014 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	0	0	0

V(H). State Defined Outputs

1. Output Target

- Direct - Collaborative or Cooperative Effort

2010 :35 2011 :35 2012 :35 2013 :35 2014 :35

- Direct - Conference/Symposium

2010 :2 2011 :2 2012 :2 2013 :2 2014 :2

- Direct - Consultation

2010 :697 2011 :451 2012 :451 2013 :451 2014 :717

- Direct - Train the Trainer or Volunteer Training

2010 :43 2011 :45 2012 :45 2013 :45 2014 :45

- Indirect - Applied Research

	2010	2011	2012	2013	2014
● Direct - Educational Programs or Projects	6	4	4	4	4
● Direct - Scholarship	24	24	:24	24	24
● Indirect - Administrative Coordination	0	1	:1	0	0
● Indirect - Professional, Peer-reviewed, or Refereed, Scholarship	6	6	:6	6	6
● Indirect - Publication in the Popular Media	7	7	:7	7	7
● Indirect - Resulting from Train the Trainer	55	58	:58	58	58
	2	2	:2	2	2

V(I). State Defined Outcome

O. No	Outcome Name
1	Adopt record-keeping system
2	Balance roles, responsibilities, and stress
3	Conduct community-based education that encourages healthy individual and family behaviors
4	Create learning opportunities based on principles of positive human development
5	Create safe and empowering learning opportunities
6	Create sustainable networks
7	Develop a financial plan
8	Develop and apply policies or practices that create safe, healthy physical environments
9	Develop literacy and critical thinking skills
10	Develop skills that promote healthy relationships
11	Engage in leadership development
12	Make better decisions
13	Make better decisions using accurate records
14	Manage community resources
15	Model positive group behavior to others
16	Use literacy and critical thinking skills
17	Use relevant UMaine Extension web-based resources
18	Provide learning opportunities for groups or organizations
19	Reduce or eliminate gender stereotyping
20	Teach others to take leadership and facilitation roles
21	Treat all people with dignity and respect
22	Create and sustain effective partnerships and collaborations
23	Support and mentor others in leadership roles
24	Assume personal responsibility for health
25	Dollars saved
26	Facilitate community discussions
27	Increase volunteerism
28	Keep accurate records
29	Make better decisions regarding healthy lifestyle
30	Promote healthy relationships
31	Take leadership role
32	Use a collaborative process or approach
33	Adopt at least one energy saving practice
34	Express good feeling about self
35	Implement public policies or practices
36	Work productively in a team

Outcome #1**1. Outcome Target**

Adopt record-keeping system

2. Outcome Type : Change in Action Outcome Measure

2010 200	2011 : 200	2012 : 200	2013 200	2014 :200
-----------------	-------------------	-------------------	-----------------	------------------

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 801 - Individual and Family Resource Management

Outcome #2**1. Outcome Target**

Balance roles, responsibilities, and stress

2. Outcome Type : Change in Action Outcome Measure

2010 :140	2011 : 140	2012 : 140	2013 :140	2014 :140
------------------	-------------------	-------------------	------------------	------------------

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 801 - Individual and Family Resource Management
- 802 - Human Development and Family Well-Being
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

Outcome #3**1. Outcome Target**

Conduct community-based education that encourages healthy individual and family behaviors

2. Outcome Type : Change in Action Outcome Measure

2010 :130	2011 : 130	2012 : 130	2013 :130	2014 :130
------------------	-------------------	-------------------	------------------	------------------

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 802 - Human Development and Family Well-Being
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

Outcome #4**1. Outcome Target**

Create learning opportunities based on principles of positive human development

2. Outcome Type : Change in Action Outcome Measure

2010 :305	2011 : 315	2012 : 315	2013 315	2014 :315
------------------	-------------------	-------------------	-----------------	------------------

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

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

Outcome #5

1. Outcome Target

Create safe and empowering learning opportunities

2. Outcome Type : Change in Action Outcome Measure

2010 :90 2011 : 100 2012 : 100 2013 :100 2014 :100

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 801 - Individual and Family Resource Management
- 802 - Human Development and Family Well-Being
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

Outcome #6

1. Outcome Target

Create sustainable networks

2. Outcome Type : Change in Action Outcome Measure

2010 :5 2011 : 5 2012 : 5 2013 :5 2014 :5

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 801 - Individual and Family Resource Management

Outcome #7

1. Outcome Target

Develop a financial plan

2. Outcome Type : Change in Action Outcome Measure

2010 :350 2011 : 350 2012 : 350 2013 :350 2014 :350

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 801 - Individual and Family Resource Management

Outcome #8

1. Outcome Target

Develop and apply policies or practices that create safe, healthy physical environments

2. Outcome Type : Change in Action Outcome Measure

2010 :40 **2011** : 40 **2012** : 40 **2013** :40 **2014** :40

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 802 - Human Development and Family Well-Being
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

Outcome #9

1. Outcome Target

Develop literacy and critical thinking skills

2. Outcome Type : Change in Action Outcome Measure

2010 :100 **2011** : 100 **2012** : 100 **2013** :100 **2014** :100

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 802 - Human Development and Family Well-Being
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

Outcome #10

1. Outcome Target

Develop skills that promote healthy relationships

2. Outcome Type : Change in Action Outcome Measure

2010 :264 **2011** : 264 **2012** : 264 **2013** :264 **2014** :264

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 802 - Human Development and Family Well-Being
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

Outcome #11

1. Outcome Target

Engage in leadership development

2. Outcome Type : Change in Action Outcome Measure

2010 :100 **2011** : 100 **2012** : 100 **2013** :100 **2014** :100

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 802 - Human Development and Family Well-Being
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

Outcome #12**1. Outcome Target**

Make better decisions

2. Outcome Type : Change in Action Outcome Measure

2010 :300	2011 : 300	2012 : 300	2013 :300	2014 :300
------------------	-------------------	-------------------	------------------	------------------

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 801 - Individual and Family Resource Management
- 802 - Human Development and Family Well-Being
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

Outcome #13**1. Outcome Target**

Make better decisions using accurate records

2. Outcome Type : Change in Action Outcome Measure

2010 :40	2011 : 40	2012 : 40	2013 :40	2014 :40
-----------------	------------------	------------------	-----------------	-----------------

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 801 - Individual and Family Resource Management

Outcome #14**1. Outcome Target**

Manage community resources

2. Outcome Type : Change in Action Outcome Measure

2010 :50	2011 : 50	2012 : 50	2013 :50	2014 :50
-----------------	------------------	------------------	-----------------	-----------------

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 801 - Individual and Family Resource Management

Outcome #15**1. Outcome Target**

Model positive group behavior to others

2. Outcome Type : Change in Action Outcome Measure

2010 :140	2011 : 140	2012 : 140	2013 :140	2014 :140
------------------	-------------------	-------------------	------------------	------------------

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 802 - Human Development and Family Well-Being

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

Outcome #16

1. Outcome Target

Use literacy and critical thinking skills

2. Outcome Type : Change in Action Outcome Measure

2010 :140 **2011** : 140 **2012** : 140 **2013** :140 **2014** :140

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 801 - Individual and Family Resource Management
- 802 - Human Development and Family Well-Being
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

Outcome #17

1. Outcome Target

Use relevant UMaine Extension web-based resources

2. Outcome Type : Change in Action Outcome Measure

2010 :40 **2011** : 40 **2012** : 40 **2013** :40 **2014** :40

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 801 - Individual and Family Resource Management
- 802 - Human Development and Family Well-Being
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

Outcome #18

1. Outcome Target

Provide learning opportunities for groups or organizations

2. Outcome Type : Change in Action Outcome Measure

2010 :303 **2011** : 303 **2012** : 303 **2013** :303 **2014** :303

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 802 - Human Development and Family Well-Being
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

Outcome #19

1. Outcome Target

Reduce or eliminate gender stereotyping

2. Outcome Type : Change in Action Outcome Measure

2010 :100 **2011** : 100 **2012** : 100 **2013** :100 **2014** :100

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 802 - Human Development and Family Well-Being
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

Outcome #20

1. Outcome Target

Teach others to take leadership and facilitation roles

2. Outcome Type : Change in Action Outcome Measure

2010 90 **2011** : 100 **2012** : 100 **2013** :100 **2014** :100

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 802 - Human Development and Family Well-Being
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

Outcome #21

1. Outcome Target

Treat all people with dignity and respect

2. Outcome Type : Change in Action Outcome Measure

2010 :100 **2011** : 100 **2012** : 100 **2013** :100 **2014** :100

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 802 - Human Development and Family Well-Being
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

Outcome #22

1. Outcome Target

Create and sustain effective partnerships and collaborations

2. Outcome Type : Change in Action Outcome Measure

2010 :15 **2011** : 15 **2012** : 15 **2013** :15 **2014** :15

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 801 - Individual and Family Resource Management

Outcome #23**1. Outcome Target**

Support and mentor others in leadership roles

2. Outcome Type : Change in Action Outcome Measure

2010 :20	2011 :20	2012 :20	2013 :20	2014 :20
-----------------	-----------------	-----------------	-----------------	-----------------

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 802 - Human Development and Family Well-Being
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

Outcome #24**1. Outcome Target**

Assume personal responsibility for health

2. Outcome Type : Change in Knowledge Outcome Measure

2010 :0	2011 :0	2012 :0	2013 :0	2014 :0
----------------	----------------	----------------	----------------	----------------

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 802 - Human Development and Family Well-Being

Outcome #25**1. Outcome Target**

Dollars saved

2. Outcome Type : Change in Action Outcome Measure

2010 :4500	2011 :5000	2012 :5500	2013 :6000	2014 :6000
-------------------	-------------------	-------------------	-------------------	-------------------

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

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

Outcome #26**1. Outcome Target**

Facilitate community discussions

2. Outcome Type : Change in Action Outcome Measure

2010 :100	2011 :0	2012 :0	2013 :0	2014 :0
------------------	----------------	----------------	----------------	----------------

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

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

Outcome #27

1. Outcome Target

Increase volunteerism

2. Outcome Type : Change in Action Outcome Measure

2010 :12 2011 : 12 2012 : 12 2013 :12 2014 :12

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

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

Outcome #28

1. Outcome Target

Keep accurate records

2. Outcome Type : Change in Action Outcome Measure

2010 :100 2011 : 100 2012 : 100 2013 :100 2014 :100

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

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

Outcome #29

1. Outcome Target

Make better decisions regarding healthy lifestyle

2. Outcome Type : Change in Action Outcome Measure

2010 :50 2011 : 50 2012 : 50 2013 :50 2014 :50

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 802 - Human Development and Family Well-Being
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

Outcome #30

1. Outcome Target

Promote healthy relationships

2. Outcome Type : Change in Action Outcome Measure

2010 :3000 2011 : 4000 2012 : 5000 2013 :5000 2014 :5000

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 802 - Human Development and Family Well-Being

Outcome #31

1. Outcome Target

Take leadership role

2. Outcome Type : Change in Action Outcome Measure

2010 :150 **2011** : 0 **2012** : 0 **2013** 0 **2014** :0

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

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

Outcome #32

1. Outcome Target

Use a collaborative process or approach

2. Outcome Type : Change in Action Outcome Measure

2010 5 **2011** : 5 **2012** : 5 **2013** 5 **2014** :5

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

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

Outcome #33

1. Outcome Target

Adopt at least one energy saving practice

2. Outcome Type : Change in Action Outcome Measure

2010 50 **2011** : 50 **2012** : 50 **2013** 50 **2014** :50

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

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

Outcome #34

1. Outcome Target

Express good feeling about self

2. Outcome Type : Change in Action Outcome Measure

2010 :10 **2011** : 15 **2012** : 15 **2013** :15 **2014** :15

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 802 - Human Development and Family Well-Being

Outcome #35

1. Outcome Target

Implement public policies or practices

2. Outcome Type : Change in Action Outcome Measure

2010 5 **2011** : 5 **2012** : 5 **2013** 5 **2014** :5

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

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

Outcome #36

1. Outcome Target

Work productively in a team

2. Outcome Type : Change in Action Outcome Measure

2010 90 **2011** : 100 **2012** : 100 **2013** :100 **2014** :100

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

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

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

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

1. Evaluation Studies Planned

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

Description

Intentions for short-term evaluation: Pre- and post-event evaluation of acquired skills and knowledge using surveys.

Intentions for medium-term evaluation: Evaluation of changes in behavior, practice, decision-making, policy, and social action using follow-up phone calls, self-reporting, surveys, focus groups, case studies.

Intentions for long-term evaluation: Data collection related to long-term impact using case studies.

2. Data Collection Methods

- Structured
- On-Site
- Telephone
- Other (Email/Web surveys)
- Case Study

Description

V(A). Planned Program (Summary)

Program #8

1. Name of the Planned Program

Food Safety

2. Brief summary about Planned Program

Food safety programs seek to address two major needs – keeping foods free from harmful chemicals and residues; protecting foods from contamination. Food safety is a concern from production through harvest, processing, purchase, preparation, and serving. Programs are tailored to the sector of the food system being addressed and the issues encountered by that sector. From commercial producers and processors to home gardeners and canners, a variety of educational methods will be used to engage clients in acquiring and applying new knowledge and skills in keeping food safe.

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
501	New and Improved Food Processing Technologies	15%			
502	New and Improved Food Products	5%			
504	Home and Commercial Food Service	20%			
704	Nutrition and Hunger in the Population	20%			
711	Ensure Food Products Free of Harmful Chemicals, Including Residues from Agricultural and Other Sources.	20%			
712	Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins	20%			
	Total	100%			

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

1. Situation and priorities

The Centers for Disease Control and Prevention (CDC) estimates that food-borne diseases cause approximately 76 million

illnesses, 325,000 hospitalizations and 5,000 deaths in the United States each year. Known pathogens account for an estimated 14 million illnesses, 60,000 hospitalizations and 1,800 deaths. Three pathogens, Salmonella, Listeria, and Toxoplasma, are responsible for 1,500 deaths each year-more than 75 percent of those caused by known pathogens-while unknown agents account for the remaining 62 million illnesses, 265,000 hospitalizations and 3,200 deaths. Overall, food-borne diseases appear to cause more illnesses, but fewer deaths, than previously estimated.

Food-borne illness is much more serious in terms of both duration and severity in the very young and the very old. As the American population ages, this segment of Maine's society will become the most vulnerable. State food regulations allow Maine citizens to produce food for sale in their home. Helping these entrepreneurs to be profitable, competitive and sustainable, while still producing safe products, will greatly enhance economic growth in the state.

2. Scope of the Program

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

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

1. Assumptions made for the Program

The existing collaborative work with state and federal agencies must be strengthened and enhanced to fulfill national food safety and quality initiatives, including an active participation in the homeland security process to protect our food supply, ensure its safety and have an effective strategy for response should a challenge to food security occur.

2. Ultimate goal(s) of this Program

- .. Enhance the economic and environmental sustainability of Maine agriculture and aquaculture.
- .. Enhance the safety, sustainability, and dependability of Maine's food supply.
- .. Improve the lives of Maine citizens through positive human development, healthy lifestyles and nutrition, and lifelong wellness.

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
2010	1.5	0.0	0.0	0.0
2011	1.5	0.0	0.0	0.0
2012	1.5	0.0	0.0	0.0
2013	1.5	0.0	0.0	0.0
2014	1.5	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

- .. BetterProcessControlSchool
- .. Consultation - Food Safety and Food Preservation
- .. Cooking for a Crowd
- .. EFNEP Food Safety
- .. Fight Food Borne Illness
- .. Food Cupboard Coalition

- .. Food Preservation and Nutrition Call Team
- .. Food Preservation Workshops
- .. Food Safety and Food Preservation Consultations
- .. Food Safety Fun Kits
- .. Food safety press releases
- .. Food Safety Related (publication)
- ..

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"> ● One-on-One Intervention ● Other 1 (Applied Research) ● Group Discussion ● Education Class ● Other 2 (Collaborative or Cooperative Eff) ● Workshop ● Demonstrations 	<ul style="list-style-type: none"> ● Web sites ● Newsletters

3. Description of targeted audience

- Agricultural Producers (Adult) •Business Owners - current (Adult) •Business Owners - potential (Adult) •Care Providers for Children (Adult) •Commercial Fishing Industry Members (Adult) •Commercial Dairy Producers (Adult)
- Community Members (Adult) •Extension Homemakers (Adult) •Food Cupboard Directors •Food Stamp Recipients (Adult) •General Public (Adult) •Home Gardeners (Adult) •Limited Income Public (Adult) •Nutrition Associates (Adult)
- Small or Home-Based Business Owners - Current (Adult) •Veterinarians (Adult) •Consumers (Adult) •Food Stamp Youth (Youth) •Limited Income Public (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
2010	1182	1050	10586	0
2011	1184	1050	10586	0
2012	1236	1050	10586	0
2013	1051	1050	10586	0
2014	1236	1050	10586	0

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

Expected Patent Applications

2010 :0 2011 :0 2012 :0 2013 :0 2014 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	0	0	0

V(H). State Defined Outputs

1. Output Target

- Direct - Collaborative or Cooperative Effort

2010 4 **2011** 4 **2012** 4 **2013** 4 **2014** 4

- Direct - Consultation

2010 :11000 **2011** :11000 **2012** :11000 **2013** :11000 **2014** :11000

- Direct - Educational Programs or Projects

2010 26 **2011** 25 **2012** :26 **2013** 25 **2014** 26

- Direct - Scholarship

2010 2 **2011** 2 **2012** :2 **2013** 2 **2014** 2

- Indirect - Media and Internet

2010 :1 **2011** 1 **2012** :1 **2013** :1 **2014** :1

- Indirect - Publication in the Popular Media

2010 6 **2011** 6 **2012** :6 **2013** 6 **2014** 6

V(I). State Defined Outcome

O. No	Outcome Name
1	Adopt HACCP and bio-security plans
2	Adopt behaviors to prevent or minimize complications of chronic disease
3	Adopt food safety practices
4	Adopt the USDA dietary guidelines and the food guide pyramid
5	Participate in Maine cattle health assurance program
6	Adopt appropriate handling and storage technologies
7	Adopt appropriate technologies
8	Develop educational programs that address health and safety issues
9	Practice safety
10	Assume personal responsibility for health
11	Increase consumption of locally produced foods
12	Integrate regular physical activity into daily life
13	Make better decisions regarding healthy lifestyles
14	Manage family resources in alignment with goals
15	Explore new product development

Outcome #1

1. Outcome Target

Adopt HACCP and bio-security plans

2. Outcome Type : Change in Action Outcome Measure

2010 :20 **2011** : 20 **2012** : 20 **2013** : 20 **2014** :20

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 501 - New and Improved Food Processing Technologies
- 711 - Ensure Food Products Free of Harmful Chemicals, Including Residues from Agricultural and Other Sources.
- 712 - Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins

Outcome #2

1. Outcome Target

Adopt behaviors to prevent or minimize complications of chronic disease

2. Outcome Type : Change in Action Outcome Measure

2010 :125 **2011** : 125 **2012** : 125 **2013** :125 **2014** :125

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 704 - Nutrition and Hunger in the Population

Outcome #3

1. Outcome Target

Adopt food safety practices

2. Outcome Type : Change in Action Outcome Measure

2010 :5691 **2011** : 5671 **2012** : 5691 **2013** : 5671 **2014** :5691

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 501 - New and Improved Food Processing Technologies
- 504 - Home and Commercial Food Service

Outcome #4

1. Outcome Target

Adopt the USDA dietary guidelines and the food guide pyramid

2. Outcome Type : Change in Action Outcome Measure

2010 :160 **2011** : 160 **2012** : 160 **2013** :160 **2014** :160

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 704 - Nutrition and Hunger in the Population

Outcome #5

1. Outcome Target

Participate in Maine cattle health assurance program

2. Outcome Type : Change in Action Outcome Measure

2010 #0 **2011** : 40 **2012** : 40 **2013** #0 **2014** :40

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 711 - Ensure Food Products Free of Harmful Chemicals, Including Residues from Agricultural and Other Sources.

Outcome #6

1. Outcome Target

Adopt appropriate handling and storage technologies

2. Outcome Type : Change in Action Outcome Measure

2010 25 **2011** : 25 **2012** : 25 **2013** 25 **2014** :25

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 501 - New and Improved Food Processing Technologies
- 504 - Home and Commercial Food Service

Outcome #7

1. Outcome Target

Adopt appropriate technologies

2. Outcome Type : Change in Action Outcome Measure

2010 #5 **2011** : 45 **2012** : 45 **2013** #5 **2014** :45

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 501 - New and Improved Food Processing Technologies
- 502 - New and Improved Food Products
- 504 - Home and Commercial Food Service
- 704 - Nutrition and Hunger in the Population
- 711 - Ensure Food Products Free of Harmful Chemicals, Including Residues from Agricultural and Other Sources.
- 712 - Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins

Outcome #8

1. Outcome Target

Develop educational programs that address health and safety issues

2. Outcome Type : Change in Action Outcome Measure

2010 25 **2011** : 25 **2012** : 25 **2013** 25 **2014** :25

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 704 - Nutrition and Hunger in the Population

Outcome #9

1. Outcome Target

Practice safety

2. Outcome Type : Change in Action Outcome Measure

2010 50 **2011** : 50 **2012** : 50 **2013** 50 **2014** :50

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 501 - New and Improved Food Processing Technologies
- 502 - New and Improved Food Products
- 504 - Home and Commercial Food Service
- 711 - Ensure Food Products Free of Harmful Chemicals, Including Residues from Agricultural and Other Sources.
- 712 - Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins

Outcome #10

1. Outcome Target

Assume personal responsibility for health

2. Outcome Type : Change in Action Outcome Measure

2010 50 **2011** : 50 **2012** : 50 **2013** 50 **2014** :50

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 704 - Nutrition and Hunger in the Population
- 711 - Ensure Food Products Free of Harmful Chemicals, Including Residues from Agricultural and Other Sources.
- 712 - Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins

Outcome #11

1. Outcome Target

Increase consumption of locally produced foods

2. Outcome Type : Change in Action Outcome Measure

2010 :40 **2011** : 40 **2012** : 40 **2013** :40 **2014** :40

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 504 - Home and Commercial Food Service
- 704 - Nutrition and Hunger in the Population
- 711 - Ensure Food Products Free of Harmful Chemicals, Including Residues from Agricultural and Other Sources.
- 712 - Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins

Outcome #12

1. Outcome Target

Integrate regular physical activity into daily life

2. Outcome Type : Change in Action Outcome Measure

2010 :77 **2011** : 77 **2012** : 77 **2013** :77 **2014** :77

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 704 - Nutrition and Hunger in the Population
- 711 - Ensure Food Products Free of Harmful Chemicals, Including Residues from Agricultural and Other Sources.
- 712 - Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins

Outcome #13

1. Outcome Target

Make better decisions regarding healthy lifestyles

2. Outcome Type : Change in Action Outcome Measure

2010 :6623 **2011** : 6623 **2012** : 6623 **2013** :6623 **2014** :6623

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 504 - Home and Commercial Food Service
- 704 - Nutrition and Hunger in the Population
- 711 - Ensure Food Products Free of Harmful Chemicals, Including Residues from Agricultural and Other Sources.
- 712 - Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins

Outcome #14

1. Outcome Target

Manage family resources in alignment with goals

2. Outcome Type : Change in Action Outcome Measure

2010 :5575 **2011** : 5575 **2012** : 5575 **2013** : 5575 **2014** :5575

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 504 - Home and Commercial Food Service
- 704 - Nutrition and Hunger in the Population
- 711 - Ensure Food Products Free of Harmful Chemicals, Including Residues from Agricultural and Other Sources.
- 712 - Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins

Outcome #15

1. Outcome Target

Explore new product development

2. Outcome Type : Change in Action Outcome Measure

2010 :10 **2011** : 10 **2012** : 10 **2013** :10 **2014** :10

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 501 - New and Improved Food Processing Technologies
- 502 - New and Improved Food Products
- 504 - Home and Commercial Food Service

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

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

1. Evaluation Studies Planned

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

Description

Intentions for short-term evaluation: Measure the knowledge gained as an immediate result of the educational experience through use of the following tools: Pre- and Post-tests and surveys

Intentions for medium-term evaluation: To measure behaviors, skills, practices, decision-making, policies and social action changes over a period of time through use of surveys, phone interviews, focus groups and self-reporting.

Intentions for long-term evaluation: To measure the health status of Maine citizens including social, economic, civic and environmental changes through data and research findings.

2. Data Collection Methods

- Telephone
- Structured
- Other (Email/Web Surveys)
- Mail
- On-Site

Description

V(A). Planned Program (Summary)

Program #9

1. Name of the Planned Program

Forestry and Wildlife

2. Brief summary about Planned Program

Maine is highly dependent on natural resources, especially the forest, for a multitude of products and services. From maple syrup to lumber, ginseng to balsam tips, warblers to salamanders, Maine citizens use the forest to provide their livelihood and their connection to the natural world. Enhancing biodiversity, wildlife habitat in settled landscapes, grading maple syrup, wild ginseng production, and improving sawmill operations are a few of our programs that address forest resources issues. Publications, workshops, and demonstrations compliment will one-on-one consultations and volunteer outreach programs.

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

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

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

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

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
112	Watershed Protection and Management	10%		10%	
123	Management and Sustainability of Forest Resources	20%		20%	
124	Urban Forestry	5%		5%	
125	Agroforestry	10%		10%	
134	Outdoor Recreation	5%		5%	
135	Aquatic and Terrestrial Wildlife	20%		20%	
136	Conservation of Biological Diversity	20%		20%	
724	Healthy Lifestyle	10%		10%	
	Total	100%		100%	

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

1. Situation and priorities

Maine is the most heavily forested state in the country. Maine's land base covers 19.7 million acres and ninety percent, or 17.6 million acres, is forested. Seventeen million of these forested acres are classified as timberland. The majority of timberland in Maine is privately owned (16.2 million acres or 96 percent). The Maine Forest Service estimates that 30 percent is owned by the forest industry, 15 percent by investor groups, 51 percent by non-industrial owners, and 4 percent is owned by state and federal governments.[i] A healthy forest environment has a direct connection to human health through the water we drink, the food we eat and the air we breathe, as well as the visual environment where we live, work and recreate.

The Maine forest economy is restructuring in a permanent way, with a general shift away from manufacturing. Tourism is replacing wood products as a natural-resource-based industry.[ii] Habitat conservation also delivers strong economic benefits to Maine communities. In 1996, the economic impact of wildlife-related recreation in Maine totaled over 1.1 billion dollars.[iii]

[i] Maine Forest Service, Fourth Annual Inventory Report Maine's Forests, October 2003, <http://www.state.me.us/doc/mfs/pubs/pdf/anninv/2002invrpt.pdf> (accessed July, 2004).

[ii] Lloyd C. Irland, "Appendix H: This Evergreen Empire: Maine's Forest Resources in a New Century,"

in Richard Barringer and Richard Davies, Blaine House Conference on Maine's Natural Resource-Based Industry: Charting a New Course (Augusta, ME: Maine State Planning Office, 2003), <http://www.maine.gov/governor/baldacci/news/events/pdfs/natresfinalreport.pdf>.

[iii] Maine Department of Inland Fisheries & Wildlife, Beginning with Habitat, <http://www.beginningwithhabitat.org/index.html> (accessed July 2004).

2. Scope of the Program

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

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

1. Assumptions made for the Program

The failure of landowners to adopt sound management practices will contribute to future shortages of wood products, loss of habitat, forest fragmentation and a general decline in quality of life. Land in Maine, particularly in southern and coastal areas and along the fringes of the wild lands, will continue to be consumed at an alarming and accelerating rate.

2. Ultimate goal(s) of this Program

- .. Enhance the economic and environmental sustainability of Maine agriculture and aquaculture.
- .. Increase the economic and social viability and sustainability of Maine communities.
- .. Protect and enhance Maine's natural resources and environment through sustainable stewardship.

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
2010	2.2	0.0	0.1	0.0
2011	2.2	0.0	0.1	0.0
2012	2.2	0.0	0.1	0.0
2013	2.2	0.0	0.1	0.0
2014	2.2	0.0	0.1	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

- .. Annual Maple Schools
- .. Forestry and Wildlife Program Support and Networking
- .. Forestry and Wildlife Related (publication)
- .. Forestry and Wildlife Related (refereed journal article)
- .. General work in support of Forestry and Wildlife
- .. Habitat Education for the Settled Landscape
- .. Habitat Stewards Program
- .. Habitats Fact Sheet Series and PowerPoint Presentations
- .. Maple Grading School
- .. Non-timberForest Products

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"> ● Education Class ● Group Discussion ● Workshop ● Demonstrations ● Other 2 (Collaborative or Cooperative Eff) ● One-on-One Intervention ● Other 1 (Applied Research) 	<ul style="list-style-type: none"> ● Other 1 (Publication)

3. Description of targeted audience

•Agricultural Producers (Adult) •Business Owners - current (Adult) •Business Owners - potential (Adult) •Community Members (Adult) •Forestland Managers (Adult) •Forestland Owner - 2 to 10 acres (Adult) •Forestland Owner - Non-Industrial (Adult) •General Public (Adult) •Habitat Stewards (Adult) •Homeowners - up to 2 acres (Adult) •Habitat Stewards (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
2010	376	510	44	0
2011	376	1530	44	0
2012	376	520	44	0
2013	376	520	44	0
2014	376	520	44	0

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

Expected Patent Applications

2010 :0 2011 :0 2012 :0 2013 :0 2014 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	0	0	0

V(H). State Defined Outputs

1. Output Target

- Direct - Consultation

2010 :30	2011 :30	2012 :30	2013 :30	2014 :30
-----------------	-----------------	-----------------	-----------------	-----------------

- Direct - Train the Trainer or Volunteer Training

2010 :1	2011 :1	2012 :1	2013 :1	2014 :1
----------------	----------------	----------------	----------------	----------------

- Direct - Conference/Symposium

2010 :0	2011 :0	2012 :0	2013 :0	2014 :0
----------------	----------------	----------------	----------------	----------------

- Direct - Educational Programs or Projects

2010 :112	2011 :112	2012 :112	2013 :112	2014 :112
------------------	------------------	------------------	------------------	------------------

- Indirect - Professional, Peer-reviewed, or Refereed, Scholarship

2010 :3	2011 :2	2012 :1	2013 :1	2014 :1
----------------	----------------	----------------	----------------	----------------

- Indirect - Publication in the Popular Media

2010 :2	2011 :2	2012 :2	2013 :2	2014 :2
----------------	----------------	----------------	----------------	----------------

V(I). State Defined Outcome

O. No	Outcome Name
1	Adopt appropriate practices
2	Conduct community service or outreach
3	Improve cover or shelter for wildlife
4	Make better decision regarding natural resource management
5	Protect or conserve biodiversity and habitat including native plant and animal species
6	Reduce pesticide use
7	Start viable alternative enterprises based on sustainable use of natural resources (forest, marine, agriculture)
8	Acres managed as wildlife habitat
9	Develop marketing tools
10	Develop new products
11	Evaluate the potential of new and non-traditional crops and varieties for profitable production in Maine
12	Expand and enhance markets
13	Improve crop quality and marketability
14	Increase profits by at least 10%

Outcome #1

1. Outcome Target

Adopt appropriate practices

2. Outcome Type : Change in Action Outcome Measure

2010 :175 **2011** : 175 **2012** : 175 **2013** :175 **2014** :175

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 112 - Watershed Protection and Management
- 123 - Management and Sustainability of Forest Resources
- 124 - Urban Forestry
- 125 - Agroforestry
- 134 - Outdoor Recreation
- 135 - Aquatic and Terrestrial Wildlife
- 136 - Conservation of Biological Diversity
- 724 - Healthy Lifestyle

Outcome #2

1. Outcome Target

Conduct community service or outreach

2. Outcome Type : Change in Action Outcome Measure

2010 #0 **2011** : 40 **2012** : 40 **2013** #0 **2014** :40

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 724 - Healthy Lifestyle

Outcome #3

1. Outcome Target

Improve cover or shelter for wildlife

2. Outcome Type : Change in Action Outcome Measure

2010 :165 **2011** : 165 **2012** : 165 **2013** :165 **2014** :165

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 124 - Urban Forestry
- 135 - Aquatic and Terrestrial Wildlife

Outcome #4

1. Outcome Target

Make better decision regarding natural resource management

2. Outcome Type : Change in Action Outcome Measure

2010 :80 **2011** : 90 **2012** : 90 **2013** :90 **2014** :90

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 123 - Management and Sustainability of Forest Resources
- 136 - Conservation of Biological Diversity

Outcome #5

1. Outcome Target

Protect or conserve biodiversity and habitat including native plant and animal species

2. Outcome Type : Change in Action Outcome Measure

2010 :115 **2011** : 115 **2012** : 115 **2013** :115 **2014** :115

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 124 - Urban Forestry
- 136 - Conservation of Biological Diversity

Outcome #6

1. Outcome Target

Reduce pesticide use

2. Outcome Type : Change in Action Outcome Measure

2010 :250 **2011** : 250 **2012** : 250 **2013** :250 **2014** :250

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 124 - Urban Forestry
- 136 - Conservation of Biological Diversity

Outcome #7

1. Outcome Target

Start viable alternative enterprises based on sustainable use of natural resources (forest, marine, agriculture)

2. Outcome Type : Change in Action Outcome Measure

2010 :5 **2011** : 5 **2012** : 5 **2013** :5 **2014** :5

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 112 - Watershed Protection and Management
- 123 - Management and Sustainability of Forest Resources
- 125 - Agroforestry

Outcome #8

1. Outcome Target

Acres managed as wildlife habitat

2. Outcome Type : Change in Action Outcome Measure

2010 2200 **2011** : 2200 **2012** : 2200 **2013** 2200 **2014** :2200

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 124 - Urban Forestry

Outcome #9

1. Outcome Target

Develop marketing tools

2. Outcome Type : Change in Action Outcome Measure

2010 5 **2011** : 5 **2012** : 5 **2013** 5 **2014** :5

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 123 - Management and Sustainability of Forest Resources
- 125 - Agroforestry

Outcome #10

1. Outcome Target

Develop new products

2. Outcome Type : Change in Action Outcome Measure

2010 5 **2011** : 5 **2012** : 5 **2013** 5 **2014** :5

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 125 - Agroforestry

Outcome #11

1. Outcome Target

Evaluate the potential of new and non-traditional crops and varieties for profitable production in Maine

2. Outcome Type : Change in Action Outcome Measure

2010 :10 **2011** : 10 **2012** : 10 **2013** :10 **2014** :10

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 125 - Agroforestry

Outcome #12

1. Outcome Target

Expand and enhance markets

2. Outcome Type : Change in Action Outcome Measure

2010 5 **2011** : 5 **2012** : 5 **2013** 5 **2014** :5

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 123 - Management and Sustainability of Forest Resources
- 125 - Agroforestry

Outcome #13

1. Outcome Target

Improve crop quality and marketability

2. Outcome Type : Change in Action Outcome Measure

2010 :10 **2011** : 10 **2012** : 10 **2013** :10 **2014** :10

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 125 - Agroforestry

Outcome #14

1. Outcome Target

Increase profits by at least 10%

2. Outcome Type : Change in Action Outcome Measure

2010 :10 **2011** : 10 **2012** : 10 **2013** :10 **2014** :10

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 124 - Urban Forestry
- 125 - Agroforestry
- 134 - Outdoor Recreation

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

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

1. Evaluation Studies Planned

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

Description

Intentions for short-term evaluation: Pre- and post-event evaluation instruments as well as retrospective evaluation instruments will be used to measure knowledge gained and skills learned.

Intentions for medium-term evaluation: Evaluation of changes in behavior, practice, decision-making, policy, and social action; evaluation of changes in civic engagement.

Intentions for long-term evaluation: Research on the long-term impact of changes in social, civic, organizational, economic, and environmental conditions.

2. Data Collection Methods

- Structured
- Other (Email/Web surveys)
- Mail
- Case Study
- Telephone

Description

V(A). Planned Program (Summary)

Program #10

1. Name of the Planned Program

Health Literacy, Disease, and Our Health Care System

2. Brief summary about Planned Program

Maine has a higher incidence of preventable and chronic disease than many other states, many of which involve elders in our communities. Using an asset-based community development model, communities will assess their readiness to support the health and well-being of elders and develop an action plan to address issues that arise. The Senior Companion Program focuses on developing relationships and networks that support independent living for elders.

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%			
803	Sociological and Technological Change Affecting Individuals, Families and Communities	15%			
805	Community Institutions, Health, and Social Services	65%			
	Total	100%			

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

1. Situation and priorities

The Year 2000 Blue Ribbon Commission on Health Care in Maine submitted reported that (1) the health care delivery and financing system is inefficient, unreasonably complicated, and unfair, (2) people in Maine are not as healthy as they could be, and efforts to improve health status are inadequate, and (3) many in Maine are unable to obtain health care of the type and quality that they need.[i]

Chronic Disease: The Centers for Disease Control and Prevention (CDC) data indicates that Maine has the fourth highest percentage of people in the U.S. who die from cardiovascular disease, cancer, chronic lung disease and diabetes.[ii]

Health Literacy: Health literacy is defined as the degree to which individuals have the capacity to obtain, process and understand basic health information and services needed to make appropriate health decisions. The U.S. Department of Education's 2002 National Adult Literacy Survey indicated that about 90 million adults in the U.S. have marginal or inadequate literacy skills.[iii] Given that most health education materials are written at the 10th grade level or above, alternative teaching methods and materials with lower reading levels must be developed.

Accidental Injury: The third leading cause of death for all Maine people age 85 and younger is injury. Research indicates that injuries can be prevented by educating people about hazards and risk management, as well as about using safe practices

and technology, such as seatbelts and airbags.[iv]

[i] Year 2000 Blue Ribbon Commission on Health Care, "The Cost of Health Care in Maine-An analysis of health care costs, factors that contribute to rising costs, and some potential approaches to stabilize costs," www.mdf.org/chc/basics2.htm (accessed January 2001), now located at http://www.mdf.org/past_initiatives/final2000.html (accessed August 2004).

[ii] Mills, Longer and Healthier Lives, 19-20.

[iii]U.S. Department of Health and Human Services. "Health Communication."

[iv] USDA CSREES, "Healthy People... Healthy Communities Plan of Action."

2. Scope of the Program

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

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

1. Assumptions made for the Program

Potential societal impacts and consequences in Maine if this topic is not addressed include:

- .. Life expectancy decreases.
- .. Health-related quality of life deteriorates, as measured by self assessments, reported "unhealthy days" per unit time, and years of life spent with chronic or acute limitations.
- .. Health disparities continue: some have access to health-care programs and services and others do not.
- .. Individual, family, community and governmental health-care costs and stress continue to rise.

2. Ultimate goal(s) of this Program

- .. Improve the lives of Maine citizens through positive human development, healthy lifestyles and nutrition, and lifelong wellness.

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
2010	0.8	0.0	0.0	0.0
2011	0.8	0.0	0.0	0.0
2012	0.8	0.0	0.0	0.0
2013	0.8	0.0	0.0	0.0
2014	0.8	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

- .. Senior Companion Program Training
- .. Health Related (publication)
- .. Health Related (refereed journal article)

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"> ● Other 2 (Collaborative or Cooperative Eff) ● Education Class ● Other 1 (Applied Research) 	<ul style="list-style-type: none"> ● Other 1 (Applied Research)

3. Description of targeted audience

- Senior Companion Program Clients (Adult)
- Senior Companion Program Volunteers (Adult)

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
2010	245	0	0	0
2011	265	0	0	0
2012	275	0	0	0
2013	275	0	0	0
2014	275	0	0	0

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

Expected Patent Applications

2010 :0 2011 :0 2012 :0 2013 :0 2014 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	0	0	0

V(H). State Defined Outputs

1. Output Target

- Direct - Train the Trainer or Volunteer Training

2010 50 2011 50 2012 :50 2013 50 2014 50

V(I). State Defined Outcome

O. No	Outcome Name
1	Adopt effective communication skills
2	Develop relationships that support independent living

Outcome #1

1. Outcome Target

Adopt effective communication skills

2. Outcome Type : Change in Action Outcome Measure

2010 :75 2011 : 75 2012 : 75 2013 :75 2014 :75

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 802 - Human Development and Family Well-Being
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

Outcome #2

1. Outcome Target

Develop relationships that support independent living

2. Outcome Type : Change in Action Outcome Measure

2010 :75 2011 : 75 2012 : 75 2013 :75 2014 :75

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 802 - Human Development and Family Well-Being
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

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

1. Evaluation Studies Planned

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

Description

A short-term evaluation will document activities and project outcomes or products using surveys of participants, educator and aide observations, community meeting notes, researcher observation, and researcher journal.

A mid-term evaluation will document changes in civic engagement, community development practice, decision-making approach, policy analysis, social action, changes in communication to participants, and participant behaviors regarding independence.

A long-term evaluation will investigate the impact of changes in social, civic, organizational, economic and environmental conditions using, but not limited to, retrospective evaluation techniques.

2. Data Collection Methods

- Structured
- Other (Email/Web Surveys)
- On-Site
- Mail
- Journals
- Observation

Description

V(A). Planned Program (Summary)**Program #11****1. Name of the Planned Program**

Healthy Lifestyles

2. Brief summary about Planned Program

Better lifestyle habits can profoundly improve quality of life. Healthy living can prevent diseases and certain disabilities, and can ensure that you not only live longer, but also better. Important elements include eating habits, physical activity, interpersonal skills, parenting skills, financial literacy, food security, and more. These issues will be addressed by engaging children, youth, adults, and families in programs that support healthy lifestyles. Eat Well Nutrition, Senior Companion Program, Techni-Kids on the Move, 4-H After school, Parents Are Teachers Too, and Cooking for a Crowd are a few examples of the multi-faceted approach being used.

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

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

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

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

V(B). Program Knowledge Area(s)**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
703	Nutrition Education and Behavior	50%		50%	
724	Healthy Lifestyle	10%		10%	
801	Individual and Family Resource Management	10%		10%	
802	Human Development and Family Well-Being	20%		20%	
803	Sociological and Technological Change Affecting Individuals, Families and Communities	10%		10%	
	Total	100%		100%	

V(C). Planned Program (Situation and Scope)**1. Situation and priorities**

Overweight and obesity have reached epidemic proportions in Maine and the United States. In 1999-2000, an estimated 65 percent of U.S. adults were either overweight or obese.[i] Overweight is defined as having a Body Mass Index (BMI) of 25 to 30. A person with a BMI of over 30 is categorized as obese. If the current trend toward overweight continues, 40 percent of Maine's population will be obese by the year 2011.[ii] In the past, we have thought of overweight as being an adult problem, but national

studies show that the percentage of children who are overweight has doubled in the past two decades, from seven to 15 percent, and the percentage of adolescents who are overweight has tripled, from five to 16 percent in the same period.[iii]

The Maine Department of Human Services reported the results of the annual Youth Risk Behavior Survey (YRBS)*, showing that 15 percent of kindergartners and 13 percent of middle and high school students are overweight. The percentage of children of different ages who were at risk of being overweight ranged from 15 to 21 percent, with the greatest risk among the youngest children.[iv]

Being physically active can improve health. The latest survey of healthy habits showed that 76 percent of Maine adults do not engage in moderate physical activity for 30 minutes or more at least five days a week, and 38 percent of Maine high school students who were surveyed had not exercised vigorously three or more days during the previous week.[v]

Obesity shows nutrient imbalance and often lack of a nutritious diet. In Maine, as in the nation, food insecurity is rampant (lack of adequate food from normal vending sources or channels). In FY03, at least one in five citizens participated in at least one of USDA's 15 food assistance programs.[vi] The USDA's Food Stamp Program, National School Breakfast and Lunch Programs, Special Supplemental Nutrition Program for Women, Infant and Children's Program (WIC), Child and Adult Care Food Program, and Emergency Food Assistance Program, as well as the UMaine Extension Eat Well Program, increase adequate food supplies for low-income citizens and provide education to improve dietary selections. The average monthly participation in the Food Stamp Program by Maine citizens during FY02 was 111,147 people.[vii]

[i] Centers for Disease Control (CDC) National Center for Health Statistics (NCHS), Health E-Stats, Health, United States, 2002 Table 70: Healthy weight, overweight, and obesity among persons 20 years of age and over, according to sex, age, race, and Hispanic origin: United States, 1960-62, 1971-74, 1976-80, 1988-94, and 1999-2000, on "Prevalence of Overweight and Obesity Among Adults: United States, 1999-2000" Web page, <http://www.cdc.gov/nchs/products/pubs/pubd/hestats/obese/obse99.htm> (accessed August 2004).

[ii] U.S. Department of Health and Human Services (U.S. HHS), presentation by the Centers for Disease Control and Prevention at the annual meeting of the North American Association for the Study of Obesity (October 2003).

[iii] Centers for Disease Control (CDC) National Center for Health Statistics (NCHS), Health E-Stats, Health, United States, 2002 Table 71: Overweight children and adolescents 6-19 years of age, according to sex, age, race, and Hispanic origin: United States, selected years 1963-65 through 1999-2000, on "Prevalence of Overweight and Obesity Among Adults: United States, 1999-2000" Web page, <http://www.cdc.gov/nchs/products/pubs/pubd/hestats/overwght99.htm> (accessed August 2004).

[iv] Tippy, Kathy, Maine Child and Youth Weight Status Fact Sheet, Bureau of Health, Maine Department of Human Services.

[v] Maine Department of Human Services (Maine DHS), Healthy Maine 2001: A Report Card on Maine's Leading Health Indicators, 15

[vi] USDA Economic Research Service, Key Topics, "Food and Nutrition Assistance Programs," <http://www.ers.usda.gov/Topics/view.asp?T=102600>

[vii] Food Research and Action Center, State of the States 2003, (Washington, DC: FRAC, 2003), <http://www.frac.org/pdf/sos2003/me.pdf>.

2. Scope of the Program

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

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

1. Assumptions made for the Program

Healthy Maine 2001: A Report Card On Maine's Leading Health Indicators reported that overweight and obesity both have risen 40 percent in the last ten years. Being overweight or obese increases one's chances of high blood pressure, high cholesterol, type 2 diabetes, heart disease, stroke, gall bladder disease, arthritis, sleep disorders, and cancers of the breast, prostate, colon and endometrium. Currently 70 percent of Maine people die from only four diseases: heart disease and stroke, cancer, lung disease, and type 2 diabetes. In 2001, the estimated annual cost of obesity in the U.S. was \$123 billion, up \$6 billion from the year before. Hospital stays for children and adolescents for obesity related events cost an estimated 127 million.

[i]

[i] Guijing Wang and William H. Dietz, "Economic Burden of Obesity in Youths Aged 6 to 17 Years: 1979-1999," Pediatrics 109, no. 5 (2002): e81. [Cost during 1997-1999 in 2001 constant U.S. Dollars].

2. Ultimate goal(s) of this Program

- .. Enhance the economic and environmental sustainability of Maine agriculture and aquaculture.
- .. Enhance the safety, sustainability, and dependability of Maine's food supply.
- .. Improve the lives of Maine citizens through positive human development, healthy lifestyles and nutrition, and lifelong wellness.
- .. Increase the economic and social viability and sustainability of Maine communities.

V(E). Planned Program (Inputs)

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

Year	Extension		Research	
	1862	1890	1862	1890
2010	8.8	0.0	0.9	0.0
2011	8.8	0.0	0.5	0.0
2012	8.8	0.0	0.5	0.0
2013	8.4	0.0	0.5	0.0
2014	7.9	0.0	0.5	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

- .. 4-H Animal Clinics and Fairs
- .. 4-H Civil Rights Team
- .. 4-H Club Program
- .. Babysitter's Training
- .. Building the Capacity of Parenting Educators
- .. Building the Capacity of Senior Companion Program Aides
- .. Bullying Prevention
- .. Chainsaw Safety
- .. Community-based Participatory Research
- .. Cooking for a Crowd
- .. County 4-H Officer's council
- .. Developing Skills for Diverse Learning Abilities
- .. Diabetes: Eating Matters
- ..

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"> ● Other 1 (Train-the-Trainer) ● Education Class ● Group Discussion ● Workshop ● One-on-One Intervention ● Other 2 (Collaborative or Cooperative Eff) 	<ul style="list-style-type: none"> ● Newsletters ● Other 1 (Publication)

3. Description of targeted audience

•4-H Volunteers (Adult) •Agency Staff or Professionals (Adult) •Agricultural Producers (Adult) •Community Leaders (Adult) •Community Members (Adult) •Extension - all staff (Adult) •Extension Faculty (Adult) •Extension Homemakers (Adult) •Families (Adult) •Farmers (Adult) •Food Stamp Recipients (Adult) •General Public (Adult) •Health Care Providers (Adult) •Limited Income Public (Adult) •Nutrition Associates (Adult) •Parent Educators (Adult) •Parents (Adult) •Policy Makers (Adult) •Senior Companion Program Staff (Adult) •Senior Companion Program Volunteers (Adult) •Working Waterfront Industry Owners (Adult) •Youth Educators (Adult) •4-H Community or Project Clubs Participants (Youth) •4-H Members (Youth) •Community Members (Youth) •Consumers (Adult) •Consumers (Youth) •Day Camp Participants (Youth) •Food Stamp Youth (Youth) •General Public (Youth) •Limited Income Public (Youth) •Students (Youth) •Youth (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
2010	13311	37135	23343	1020
2011	13349	17135	23073	1020
2012	13355	17235	23326	1020
2013	13253	17235	23262	1020
2014	117	0	30	0

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

Expected Patent Applications

2010 :0 2011 :0 2012 :0 2013 :0 2014 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	0	0	0

V(H). State Defined Outputs

1. Output Target

- Direct - Collaborative or Cooperative Effort

2010 :10100 2011 :10100 2012 :10100 2013 :10100 2014 :10100

- Direct - Consultation

2010 :22100 2011 :22100 2012 :22100 2013 :22100 2014 :22100

● Direct - Train the Trainer or Volunteer Training					
2010	2011	2012	2013	2014	
:13	:13	:13	:13	:13	
● Direct - 4-H Club, Camp, Project, Program					
2010	2011	2012	2013	2014	
:50	:53	:54	:54	:54	
● Direct - Conference/Symposium					
2010	2011	2012	2013	2014	
:1	:2	:2	:2	:2	
● Direct - Educational Programs or Projects					
2010	2011	2012	2013	2014	
:88	:84	:84	:84	:79	
● Direct - Scholarship					
2010	2011	2012	2013	2014	
:2	:1	:0	:0	:0	
● Indirect - Professional, Peer-reviewed, or Refereed, Scholarship					
2010	2011	2012	2013	2014	
:6	:4	:4	:4	:4	
● Indirect - Publication in the Popular Media					
2010	2011	2012	2013	2014	
:22	:22	:22	:22	:22	
● Multiple-undefined delivery method					
2010	2011	2012	2013	2014	
:5	:5	:5	:5	:5	

V(I). State Defined Outcome

O. No	Outcome Name
1	Develop literacy and critical thinking skills
2	Distribute nutrition education materials and promotional information about the Maine Family Nutrition Program
3	Integrate regular physical activity into daily life
4	Make better decisions regarding health and health care
5	Make better decisions regarding healthy lifestyle
6	Manage family resources in alignment with goals
7	Model positive group behavior to others
8	Teach others to take leadership and facilitation roles
9	Adopt behaviors to prevent or minimize complications of chronic disease
10	Adopt food safety practices
11	Adopt record-keeping system
12	Adopt the USDA dietary guidelines and the food guide pyramid
13	Assume personal responsibility for health
14	Conduct community-based education that encourages healthy individual and family behaviors
15	Confront disrespectful behaviors
16	Avoid consumer fraud and financial exploitation
17	Use a collaborative process or approach
18	Conduct community service or outreach
19	Dollars saved
20	Handle animals safely
21	Operate equipment safely
22	Successfully complete chainsaw safety training
23	Work effectively with diverse groups

Outcome #1

1. Outcome Target

Develop literacy and critical thinking skills

2. Outcome Type : Change in Action Outcome Measure

2010 :100 **2011** : 100 **2012** : 100 **2013** :100 **2014** :100

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 703 - Nutrition Education and Behavior
- 724 - Healthy Lifestyle
- 802 - Human Development and Family Well-Being

Outcome #2

1. Outcome Target

Distribute nutrition education materials and promotional information about the Maine Family Nutrition Program

2. Outcome Type : Change in Action Outcome Measure

2010 :10000 **2011** : 10000 **2012** : 10000 **2013** :10000 **2014** :10000

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 703 - Nutrition Education and Behavior

Outcome #3

1. Outcome Target

Integrate regular physical activity into daily life

2. Outcome Type : Change in Action Outcome Measure

2010 382 **2011** : 382 **2012** : 382 **2013** 382 **2014** :382

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

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

Outcome #4

1. Outcome Target

Make better decisions regarding health and health care

2. Outcome Type : Change in Action Outcome Measure

2010 0 **2011** : 50 **2012** : 100 **2013** :100 **2014** :100

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 703 - Nutrition Education and Behavior
- 724 - Healthy Lifestyle
- 802 - Human Development and Family Well-Being

Outcome #5

1. Outcome Target

Make better decisions regarding healthy lifestyle

2. Outcome Type : Change in Action Outcome Measure

2010 :6718 **2011 :** 6718 **2012 :** 6718 **2013 :** 6718 **2014 :**6718

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

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

Outcome #6

1. Outcome Target

Manage family resources in alignment with goals

2. Outcome Type : Change in Action Outcome Measure

2010 :5575 **2011 :** 5575 **2012 :** 5575 **2013 :** 5575 **2014 :**5575

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 802 - Human Development and Family Well-Being

Outcome #7

1. Outcome Target

Model positive group behavior to others

2. Outcome Type : Change in Action Outcome Measure

2010 :100 **2011 :** 100 **2012 :** 100 **2013 :** 100 **2014 :**100

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

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

Outcome #8

1. Outcome Target

Teach others to take leadership and facilitation roles

2. Outcome Type : Change in Action Outcome Measure

2010 :13 **2011** : 13 **2012** : 13 **2013** :13 **2014** :13

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

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

Outcome #9

1. Outcome Target

Adopt behaviors to prevent or minimize complications of chronic disease

2. Outcome Type : Change in Action Outcome Measure

2010 :175 **2011** : 175 **2012** : 175 **2013** :175 **2014** :175

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 724 - Healthy Lifestyle

Outcome #10

1. Outcome Target

Adopt food safety practices

2. Outcome Type : Change in Action Outcome Measure

2010 :5500 **2011** : 5500 **2012** : 5500 **2013** :5500 **2014** :5500

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 703 - Nutrition Education and Behavior

Outcome #11

1. Outcome Target

Adopt record-keeping system

2. Outcome Type : Change in Action Outcome Measure

2010 :200 **2011** : 200 **2012** : 200 **2013** :200 **2014** :200

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 801 - Individual and Family Resource Management

Outcome #12

1. Outcome Target

Adopt the USDA dietary guidelines and the food guide pyramid

2. Outcome Type : Change in Action Outcome Measure

2010 :1390 **2011** : 1390 **2012** : 1390 **2013** :1390 **2014** :1340

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

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

Outcome #13

1. Outcome Target

Assume personal responsibility for health

2. Outcome Type : Change in Action Outcome Measure

2010 90 **2011** : 110 **2012** : 110 **2013** :110 **2014** :110

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

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

Outcome #14

1. Outcome Target

Conduct community-based education that encourages healthy individual and family behaviors

2. Outcome Type : Change in Action Outcome Measure

2010 :130 **2011** : 130 **2012** : 130 **2013** :130 **2014** :130

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 703 - Nutrition Education and Behavior
- 801 - Individual and Family Resource Management
- 802 - Human Development and Family Well-Being

Outcome #15

1. Outcome Target

Confront disrespectful behaviors

2. Outcome Type : Change in Action Outcome Measure

2010 50 **2011** : 50 **2012** : 50 **2013** 50 **2014** :50

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 724 - Healthy Lifestyle

Outcome #16**1. Outcome Target**

Avoid consumer fraud and financial exploitation

2. Outcome Type : Change in Action Outcome Measure

2010 25	2011 : 25	2012 : 25	2013 25	2014 :25
----------------	------------------	------------------	----------------	-----------------

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 801 - Individual and Family Resource Management

Outcome #17**1. Outcome Target**

Use a collaborative process or approach

2. Outcome Type : Change in Action Outcome Measure

2010 :18	2011 : 18	2012 : 18	2013 :18	2014 :18
-----------------	------------------	------------------	-----------------	-----------------

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

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

Outcome #18**1. Outcome Target**

Conduct community service or outreach

2. Outcome Type : Change in Action Outcome Measure

2010 95	2011 : 110	2012 : 110	2013 :110	2014 :110
----------------	-------------------	-------------------	------------------	------------------

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 703 - Nutrition Education and Behavior
- 724 - Healthy Lifestyle
- 802 - Human Development and Family Well-Being

Outcome #19**1. Outcome Target**

Dollars saved

2. Outcome Type : Change in Action Outcome Measure

2010 4500	2011 : 5000	2012 : 5500	2013 6000	2014 :6000
------------------	--------------------	--------------------	------------------	-------------------

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 801 - Individual and Family Resource Management

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

Outcome #20

1. Outcome Target

Handle animals safely

2. Outcome Type : Change in Action Outcome Measure

2010 :75 2011 : 75 2012 : 75 2013 :75 2014 :75

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 724 - Healthy Lifestyle
- 801 - Individual and Family Resource Management
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

Outcome #21

1. Outcome Target

Operate equipment safely

2. Outcome Type : Change in Action Outcome Measure

2010 :40 2011 : 40 2012 : 40 2013 :40 2014 :40

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

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

Outcome #22

1. Outcome Target

Successfully complete chainsaw safety training

2. Outcome Type : Change in Action Outcome Measure

2010 :20 2011 : 20 2012 : 20 2013 :20 2014 :20

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 801 - Individual and Family Resource Management

Outcome #23

1. Outcome Target

Work effectively with diverse groups

2. Outcome Type : Change in Action Outcome Measure

2010 :30

2011 :30

2012 :30

2013 :30

2014 :30

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 802 - Human Development and Family Well-Being
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

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

1. Evaluation Studies Planned

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

Description

Intentions for short-term evaluation: To measure the knowledge gained as an immediate result of the educational experience through use of the following tools: pre- and post-tests and surveys.

Intentions for medium-term evaluation: To measure behaviors, skills, practices, decision-making, policies and social action changes over a period of time through use of surveys, phone interviews, focus groups, and self-reporting.

Intentions for long-term evaluation: To measure the health status of Maine citizens including social, economic, civic and environmental changes through data and research findings.

2. Data Collection Methods

- Mail
- On-Site
- Telephone
- Structured
- Case Study
- Other (Email/Web Surveys)

Description

V(A). Planned Program (Summary)

Program #12

1. Name of the Planned Program

Home Horticulture

2. Brief summary about Planned Program

In the past 10 years there have been huge increases in the numbers of people engaged in indoor and outdoor gardening in Maine. This has been paralleled by the growth of horticultural enterprises throughout the state. Workshops, conferences, demonstrations, consultations, fact sheets, and websites are used to deliver programs, including Master Gardener, Kids Can Grow, and Plant-a-Row for the Hungry, to diverse audiences. Participants gain knowledge and skills in decreasing pesticide and water use, improving urban wildlife habitat, avoiding non-native invasive species, and incorporating native woody ornamentals into their landscapes, among other topics.

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	20%		20%	
111	Conservation and Efficient Use of Water	5%		5%	
112	Watershed Protection and Management	10%		10%	
133	Pollution Prevention and Mitigation	5%		5%	
203	Plant Biological Efficiency and Abiotic Stresses Affecting Plants	10%		10%	
206	Basic Plant Biology	30%		30%	
213	Weeds Affecting Plants	5%		5%	
502	New and Improved Food Products	5%		5%	
704	Nutrition and Hunger in the Population	10%		10%	
	Total	100%		100%	

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

1. Situation and priorities

Nationally, eight out of ten households (approximately 84 million households) participated in one or more types of do-it-yourself indoor and outdoor lawn and gardening activities in 2003.[i] In Maine, growth in the environmental horticulture industry also reflects increased interest and participation in gardening activities. During the period from 1993 through 1998, the environmental horticulture industry grew by \$93 million in Maine and 115 new businesses were created.[ii] It is currently a \$286 million industry in Maine.

[i] National Gardening Association, "National Gardening Survey 2003," <http://www.garden.org/RSRCH/report.asp> (accessed July 2004).

[ii] L. Perry and L. B. Stack, \$4 billion and growing: a summary of the environmental horticulture industry's impact on the New England economy, (Natick, MA: New England Nursery Association, Inc., 2003).

2. Scope of the Program

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

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

1. Assumptions made for the Program

Land development trends from the Maine State Planning Office indicate that we will experience continued urban/suburban growth through 2050[i]. It is therefore important that homeowner gardening and landscaping education continue, with an emphasis on reduced pesticide and water inputs as well as improved backyard habitats for wildlife. There are additional indicators of the continuing need for education in all areas of home horticulture:

“ According to the Maine Board of Pesticides Control, 800,000 pounds of home-use pesticides were brought into Maine in 1995. In 2001, that figure rose to 1,800,000 pounds, an increase of over 200 percent.[ii]

“ We have dramatically increased our knowledge of potential problems with non-native, invasive plant species in recent years. However, Maine citizens continue to use these disruptive species in the managed landscape, indicating an urgent need for education in this area.

“ Food security continues to be a problem for many individuals and families in Maine. Recruiting more backyard gardeners into the *Plant-A-Row for the Hungry* program is one way to address this need.

[i] Maine State Planning Office, "Expansion of Development 1940-2050," <http://www.state.me.us/spo/landuse/resources/sprawl.php> (accessed July 2004).

[ii] Gary Fish, certification specialist, Maine Board of Pesticides Control (e-mail message, June 12, 2004).

2. Ultimate goal(s) of this Program

- “ Enhance the economic and environmental sustainability of Maine agriculture and aquaculture.
- “ Enhance the safety, sustainability, and dependability of Maine's food supply.
- “ Improve the lives of Maine citizens through positive human development, healthy lifestyles and nutrition, and lifelong wellness.
- “ Increase the economic and social viability and sustainability of Maine communities.
- “ Protect and enhance Maine's natural resources and environment through sustainable stewardship.

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
2010	7.6	0.0	0.2	0.0
2011	7.7	0.0	0.1	0.0
2012	7.1	0.0	0.1	0.0
2013	7.1	0.0	0.2	0.0
2014	7.1	0.0	0.2	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

- “ CentralMaineGarden Celebration
- “ Community Programs on Home Horticulture Topics
- “ Consultations on Consumer and Commercial Horticulture Topics
- “ Consumer Horticulture Field Day
- “ Consumer Horticulture Programming

- .. Cut Flower Demonstration Project
- .. Garden Angel Program
- .. Garden Club Presentations
- .. Garden to Garden Program
- .. Gardening Web Site
- .. General Activities -Home Horticulture
- .. Growing Tree Fruits in Maine
- ..

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"> ● Demonstrations ● One-on-One Intervention ● Education Class ● Other 1 (Collaborative or Cooperative Eff) ● Other 2 (Conference or Symposium) ● Workshop 	<ul style="list-style-type: none"> ● Other 1 (Publication - Fact Sheet) ● Web sites ● Newsletters

3. Description of targeted audience

•Adults with Disabilities (Adults) •Agricultural Workers (Adult) •Commercial Vegetable Growers (Adult) •Community Members (Adult) •First-Time Gardeners (Adult) •General Public (Adult) •Green Industry Members (Adult) •Home Gardeners (Adult) •Homeowners (Adult) •Master Gardener Trainees (Adult) •Master Gardener Volunteers (Adult) •Volunteers (Adult) •4-H Special Interest or Short-Term Program Participants (Youth) •General Public (Youth) •Home Gardeners (Youth) •Master Gardener Volunteers (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
2010	5578	4602	115	5
2011	5108	4150	115	5
2012	4590	4150	85	5
2013	4595	4150	85	5
2014	4600	4150	85	5

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

Expected Patent Applications

2010 :0 2011 :0 2012 :0 2013 :0 2014 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	0	0	0

V(H). State Defined Outputs

1. Output Target

- Direct - Collaborative or Cooperative Effort

2010 :2 2011 :2 2012 :2 2013 :2 2014 :2

- Direct - Conference/Symposium

2010 :2 2011 :1 2012 :1 2013 :1 2014 :1

- Direct - Consultation

2010 :1035 2011 :1035 2012 :1035 2013 :1035 2014 :1035

- Direct - Train the Trainer or Volunteer Training

2010 :20 2011 :20 2012 :20 2013 :20 2014 :20

- Indirect - Publication - booklet

2010 :2 2011 :2 2012 :2 2013 :2 2014 :2

- Indirect - Volunteer Effort

2010 :1 2011 :1 2012 :1 2013 :1 2014 :1

- Direct - Educational Programs or Projects

2010 :39 2011 :38 2012 :37 2013 :37 2014 :37

- Indirect - Media and Internet

2010 :1 2011 :1 2012 :1 2013 :1 2014 :1

- Indirect - Publication in the Popular Media

2010 :29 2011 :28 2012 :29 2013 :29 2014 :29

V(I). State Defined Outcome

O. No	Outcome Name
1	Adopt appropriate management strategies
2	Adopt appropriate pest management practices
3	Adopt appropriate technologies
4	Adopt environmentally sound practices
5	Adopt environmentally sound technologies that improve economic viability
6	Adopt practices that maintain profitability
7	Be a mentor to other community organizations or groups
8	Complete volunteer commitment
9	Compost
10	Conduct community service or outreach
11	Grow new crop
12	Grow new variety
13	Identify and respond to pest issues
14	Identify and respond to plant and animal disorders
15	Improve production and quality of crops
16	Increase consumption of locally-grown food
17	Increase crop production
18	Make appropriate cultivar choices
19	Plant and harvest gardens
20	Pounds of food donated
21	Use pesticides safely
22	Develop partnerships among organizations or groups
23	Dollars saved
24	Expand and enhance markets
25	Begin gardening

Outcome #1

1. Outcome Target

Adopt appropriate management strategies

2. Outcome Type : Change in Action Outcome Measure

2010 260 **2011** : 260 **2012** : 262 **2013** 262 **2014** :264

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 206 - Basic Plant Biology
- 502 - New and Improved Food Products

Outcome #2

1. Outcome Target

Adopt appropriate pest management practices

2. Outcome Type : Change in Action Outcome Measure

2010 83 **2011** : 72 **2012** : 72 **2013** 72 **2014** :72

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 206 - Basic Plant Biology

Outcome #3

1. Outcome Target

Adopt appropriate technologies

2. Outcome Type : Change in Action Outcome Measure

2010 :178 **2011** : 178 **2012** : 178 **2013** :178 **2014** :178

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 102 - Soil, Plant, Water, Nutrient Relationships
- 111 - Conservation and Efficient Use of Water
- 112 - Watershed Protection and Management
- 133 - Pollution Prevention and Mitigation
- 203 - Plant Biological Efficiency and Abiotic Stresses Affecting Plants
- 206 - Basic Plant Biology
- 213 - Weeds Affecting Plants
- 502 - New and Improved Food Products

Outcome #4

1. Outcome Target

Adopt environmentally sound practices

2. Outcome Type : Change in Action Outcome Measure

2010 :50 **2011** : 50 **2012** : 50 **2013** :50 **2014** :50

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 111 - Conservation and Efficient Use of Water
- 112 - Watershed Protection and Management
- 133 - Pollution Prevention and Mitigation

Outcome #5

1. Outcome Target

Adopt environmentally sound technologies that improve economic viability

2. Outcome Type : Change in Action Outcome Measure

2010 :170 **2011** : 170 **2012** : 170 **2013** :170 **2014** :180

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 111 - Conservation and Efficient Use of Water
- 112 - Watershed Protection and Management
- 133 - Pollution Prevention and Mitigation

Outcome #6

1. Outcome Target

Adopt practices that maintain profitability

2. Outcome Type : Change in Action Outcome Measure

2010 :100 **2011** : 100 **2012** : 100 **2013** :100 **2014** :110

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 206 - Basic Plant Biology

Outcome #7

1. Outcome Target

Be a mentor to other community organizations or groups

2. Outcome Type : Change in Action Outcome Measure

2010 :30 **2011** : 30 **2012** : 0 **2013** 0 **2014** :0

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 502 - New and Improved Food Products

Outcome #8

1. Outcome Target

Complete volunteer commitment

2. Outcome Type : Change in Action Outcome Measure

2010 :85 **2011** : 65 **2012** : 60 **2013** :60 **2014** :60

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 502 - New and Improved Food Products

Outcome #9

1. Outcome Target

Compost

2. Outcome Type : Change in Action Outcome Measure

2010 :135 **2011** : 135 **2012** : 110 **2013** :110 **2014** :110

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 102 - Soil, Plant, Water, Nutrient Relationships
- 111 - Conservation and Efficient Use of Water
- 133 - Pollution Prevention and Mitigation
- 213 - Weeds Affecting Plants

Outcome #10

1. Outcome Target

Conduct community service or outreach

2. Outcome Type : Change in Action Outcome Measure

2010 :153 **2011** : 156 **2012** : 161 **2013** :161 **2014** :168

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 502 - New and Improved Food Products

Outcome #11**1. Outcome Target**

Grow new crop

2. Outcome Type : Change in Action Outcome Measure**2010** :45**2011** : 45**2012** : 45**2013** :45**2014** :45**3. Associated Institute Type(s)**

•1862 Extension

4. Associated Knowledge Area(s)

- 206 - Basic Plant Biology
- 502 - New and Improved Food Products

Outcome #12**1. Outcome Target**

Grow new variety

2. Outcome Type : Change in Action Outcome Measure**2010** :110**2011** : 100**2012** : 100**2013** :100**2014** :100**3. Associated Institute Type(s)**

•1862 Extension

4. Associated Knowledge Area(s)

- 206 - Basic Plant Biology
- 502 - New and Improved Food Products

Outcome #13**1. Outcome Target**

Identify and respond to pest issues

2. Outcome Type : Change in Action Outcome Measure**2010** :170**2011** : 170**2012** : 170**2013** :170**2014** :170**3. Associated Institute Type(s)**

•1862 Extension

4. Associated Knowledge Area(s)

- 203 - Plant Biological Efficiency and Abiotic Stresses Affecting Plants
- 206 - Basic Plant Biology

Outcome #14**1. Outcome Target**

Identify and respond to plant and animal disorders

2. Outcome Type : Change in Action Outcome Measure**2010** :88**2011** : 88**2012** : 88**2013** :88**2014** :88**3. Associated Institute Type(s)**

•1862 Extension

4. Associated Knowledge Area(s)

- 203 - Plant Biological Efficiency and Abiotic Stresses Affecting Plants
- 206 - Basic Plant Biology
- 213 - Weeds Affecting Plants

Outcome #15

1. Outcome Target

Improve production and quality of crops

2. Outcome Type : Change in Action Outcome Measure

2010 :360 **2011 :** 365 **2012 :** 375 **2013 :** 375 **2014 :**375

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 206 - Basic Plant Biology

Outcome #16

1. Outcome Target

Increase consumption of locally-grown food

2. Outcome Type : Change in Action Outcome Measure

2010 :142 **2011 :** 142 **2012 :** 142 **2013 :**142 **2014 :**152

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 502 - New and Improved Food Products

Outcome #17

1. Outcome Target

Increase crop production

2. Outcome Type : Change in Action Outcome Measure

2010 :60 **2011 :** 60 **2012 :** 60 **2013 :** 60 **2014 :**60

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 206 - Basic Plant Biology

Outcome #18

1. Outcome Target

Make appropriate cultivar choices

2. Outcome Type : Change in Action Outcome Measure

2010 :240 **2011 :** 240 **2012 :** 240 **2013 :** 240 **2014 :**240

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 206 - Basic Plant Biology
- 502 - New and Improved Food Products

Outcome #19

1. Outcome Target

Plant and harvest gardens

2. Outcome Type : Change in Action Outcome Measure

2010 :440 **2011** : 440 **2012** : 415 **2013** :415 **2014** :415

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 502 - New and Improved Food Products

Outcome #20

1. Outcome Target

Pounds of food donated

2. Outcome Type : Change in Action Outcome Measure

2010 :40000 **2011** : 50000 **2012** : 55000 **2013** : 50000 **2014** :50000

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 502 - New and Improved Food Products
- 704 - Nutrition and Hunger in the Population

Outcome #21

1. Outcome Target

Use pesticides safely

2. Outcome Type : Change in Action Outcome Measure

2010 :68 **2011** : 68 **2012** : 68 **2013** : 68 **2014** :68

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 133 - Pollution Prevention and Mitigation
- 206 - Basic Plant Biology

Outcome #22

1. Outcome Target

Develop partnerships among organizations or groups

2. Outcome Type : Change in Action Outcome Measure

2010 :20 **2011** :20 **2012** :20 **2013** :20 **2014** :20

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 111 - Conservation and Efficient Use of Water
- 112 - Watershed Protection and Management
- 133 - Pollution Prevention and Mitigation

Outcome #23

1. Outcome Target

Dollars saved

2. Outcome Type : Change in Action Outcome Measure

2010 :5000 **2011** :8000 **2012** :10000 **2013** :10000 **2014** :10000

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 111 - Conservation and Efficient Use of Water
- 112 - Watershed Protection and Management
- 133 - Pollution Prevention and Mitigation
- 502 - New and Improved Food Products

Outcome #24

1. Outcome Target

Expand and enhance markets

2. Outcome Type : Change in Action Outcome Measure

2010 :40 **2011** :40 **2012** :40 **2013** :40 **2014** :40

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 111 - Conservation and Efficient Use of Water
- 133 - Pollution Prevention and Mitigation
- 502 - New and Improved Food Products

Outcome #25

1. Outcome Target

Begin gardening

2. Outcome Type : Change in Action Outcome Measure

2010 200

2011 :200

2012 : 200

2013 200

2014 :200

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 502 - New and Improved Food Products

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

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

1. Evaluation Studies Planned

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

Description

Intentions for short-term evaluation: Survey, pre- and post-test for short-term knowledge gained, program evaluations.

Intentions for medium-term evaluation: Survey, program evaluations for behavior changed. Number of new horticulture based businesses started and or expanded.

Intentions for long-term evaluation: Survey, evaluations for long term behavior change.

2. Data Collection Methods

- On-Site
- Mail
- Telephone
- Structured
- Other (Email/Web Surveys)

Description

V(A). Planned Program (Summary)

Program #13

1. Name of the Planned Program

Maine Livestock Industry

2. Brief summary about Planned Program

Maine's livestock industry, from large commercial operations to small diversified farms, has expressed its need for programs on production, profitability, and the development of sustainable farm management and animal husbandry systems. Related needs include marketing and the development of niche markets and value-added products. Producers, agency personnel, and 4-H members participate in workshops, pasture walks, consultations, and applied research. They attend farmer meetings, and create networks and consortiums as a way to learn from their peers.

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

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

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

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

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
102	Soil, Plant, Water, Nutrient Relationships	15%		15%	
301	Reproductive Performance of Animals	5%		5%	
302	Nutrient Utilization in Animals	10%		10%	
307	Animal Production Management Systems	15%		15%	
308	Improved Animal Products (Before Harvest)	10%		10%	
311	Animal Diseases	15%		15%	
315	Animal Welfare, Well-Being and Protection	5%		5%	
401	Structures, Facilities, and General Purpose Farm Supplies	5%		5%	
601	Economics of Agricultural Production and Farm Management	10%		10%	
602	Business Management, Finance, and Taxation	10%		10%	
	Total	100%		100%	

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

1. Situation and priorities

The Maine livestock industry has two distinct sectors: large commercial farms and small integrated and diverse farms.

The dairy industry has experienced a large consolidation of farms. While the number of dairy farms and the number of milk cows have decreased over the past ten years, milk production per cow has increased to 17,730 pounds in 2002, compared with 15,786 pounds in 1993. The total milk produced in Maine has remained level for the past several years, at approximately 655 millions pounds of milk a year.[i]

There has also been a shift in production techniques. Of the nearly 350 dairy farms licensed to sell milk in Maine, close to 80 farms are certified organic or are in transition to organic. The organic certification allows farmers to sell their milk for a premium, albeit with higher production costs.

All livestock farmers need access to information about their markets as well as on the care and feeding of their animals. Farm business management skills enable large and small farmers to make informed decisions about their operations. Farm management is more complex today than in previous times. Farmers need more detailed resources to inform decisions in order to keep ahead of the small profit margins. There is a difference in educational needs between large- and small-scale farmers.

Despite the attrition of established farmers, there are men and women interested in starting livestock enterprises in Maine, who are looking for education about the basics of animal care.[ii]

[i] New England Agricultural Statistics Service, div. of USDA National Agricultural Statistics Service, "Milk Production," New England Agricultural Statistics 2003, page 95, <http://www.nass.usda.gov/nh/> (accessed July 2004).

[ii] Sharon Kiley Mack, "Farming Seminar For Women Slated This Fall In Turner," Bangor Daily News (Bangor, ME: June 16, 2004), 5.

2. Scope of the Program

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

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

1. Assumptions made for the Program

The Maine livestock industry faces challenges in the following areas:

- .. Farm profitability and price volatility.
- .. Animal health and livestock management such as nutrition and reproduction.
- .. Food safety and value-added production (on-farm processing).
- .. Niche marketing and diversification.
- .. Financial management and business planning.
- .. Consolidation of livestock farms and processing facilities, and vanishing infrastructure such as veterinarians, suppliers, and equipment.
- .. Environmental concerns (nutrient management, odor, particulate, silage effluent, mortality disposal).
- .. Education of the non-farm public (agricultural literacy); farm/non-farm relations.
- .. Farm use of biotechnology.

2. Ultimate goal(s) of this Program

- .. Enhance the economic and environmental sustainability of Maine agriculture and aquaculture.
- .. Enhance the safety, sustainability, and dependability of Maine's food supply.
- .. Improve the lives of Maine citizens through positive human development, healthy lifestyles and nutrition, and lifelong wellness.

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
2010	3.6	0.0	0.3	0.0
2011	3.6	0.0	0.0	0.0
2012	3.7	0.0	0.0	0.0
2013	3.7	0.0	0.0	0.0
2014	3.7	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

- .. Beef Conference
- .. Beef Quality Assurance Training
- .. Consultations - Livestock
- .. Cornell Dairy Farm Business Summary Participation
- .. Dairy Email Newsletters
- .. Extension Livestock Website
- .. Farm Financial Recordkeeping Schools
- .. Farm Visits
- .. Farmer Meetings
- .. Farmer Seminars
- .. General Activities - Maine Livestock Industry
- .. Grass Farmers Network /Northeast Pasture Consortium
- .. Livestock Related (abstract)

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"> ● One-on-One Intervention ● Other 2 (Collaborative or Cooperative Eff) ● Demonstrations ● Workshop ● Other 1 (Applied Research) ● Group Discussion 	<ul style="list-style-type: none"> ● Newsletters ● Web sites

3. Description of targeted audience

- Agency Staff or Professionals (Adult)
- Agricultural Producers (Adult)
- Agricultural Workers (Adult)
- Beef Producers (Adult)
- Commercial Dairy Producers (Adult)
- Extension Professionals (Adult)
- General Public (Adult)
- Veterinarians (Adult)

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
2010	1380	1453	0	0
2011	1382	1453	0	0
2012	1385	1428	0	0
2013	1385	1428	0	0
2014	1385	1428	0	0

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

Expected Patent Applications

2010 :0 2011 :0 2012 :0 2013 :0 2014 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	0	0	0

V(H). State Defined Outputs**1. Output Target**

- Direct - Collaborative or Cooperative Effort

2010 :60 **2011** :60 **2012** :60 **2013** :60 **2014** :60

- Direct - Consultation

2010 :267 **2011** :268 **2012** :269 **2013** :269 **2014** :269

- Direct - Educational Programs or Projects

2010 :69 **2011** :69 **2012** :69 **2013** :69 **2014** :69

- Direct - Scholarship

2010 :3 **2011** :3 **2012** :2 **2013** :2 **2014** :2

- Indirect - Media and Internet

2010 :1 **2011** :1 **2012** :1 **2013** :1 **2014** :1

- Indirect - Professional, Peer-reviewed, or Refereed, Scholarship

2010 :4 **2011** :4 **2012** :3 **2013** :3 **2014** :3

- Indirect - Publication in the Popular Media

2010 :20 **2011** :20 **2012** :20 **2013** :20 **2014** :20

- Multiple-undefined delivery method

2010 :500 **2011** :500 **2012** :500 **2013** :500 **2014** :500

V(I). State Defined Outcome

O. No	Outcome Name
1	Adopt appropriate nutrient management strategies
2	Adopt practices that maintain long-term productivity
3	Adopt practices that maintain profitability
4	Improve animal well-being
5	Maintain nutrient management certification
6	Make better decisions using available diagnostics
7	Participate in Maine cattle health assurance program
8	Participate in farm animal identification program
9	Participate in livestock disease monitoring programs
10	Participate in livestock quality assurance program
11	Participate in relevant animal associations
12	Participate in the Maine grass farmer network
13	Use grasslands efficiently for feed and water quality protection
14	Evaluate and adopt nutrient sources, recycling and delivery systems that produce high quality crops

Outcome #1

1. Outcome Target

Adopt appropriate nutrient management strategies

2. Outcome Type : Change in Action Outcome Measure

2010 :30 **2011** : 30 **2012** : 30 **2013** 30 **2014** :30

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 302 - Nutrient Utilization in Animals
- 307 - Animal Production Management Systems
- 315 - Animal Welfare, Well-Being and Protection

Outcome #2

1. Outcome Target

Adopt practices that maintain long-term productivity

2. Outcome Type : Change in Action Outcome Measure

2010 :70 **2011** : 70 **2012** : 70 **2013** 70 **2014** :70

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 301 - Reproductive Performance of Animals
- 307 - Animal Production Management Systems
- 315 - Animal Welfare, Well-Being and Protection
- 601 - Economics of Agricultural Production and Farm Management

Outcome #3

1. Outcome Target

Adopt practices that maintain profitability

2. Outcome Type : Change in Action Outcome Measure

2010 :100 **2011** : 100 **2012** : 100 **2013** :100 **2014** :100

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 307 - Animal Production Management Systems
- 601 - Economics of Agricultural Production and Farm Management
- 602 - Business Management, Finance, and Taxation

Outcome #4

1. Outcome Target

Improve animal well-being

2. Outcome Type : Change in Action Outcome Measure

2010 2100 **2011** :2100 **2012** : 2100 **2013** 2100 **2014** :2100

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 307 - Animal Production Management Systems
- 308 - Improved Animal Products (Before Harvest)
- 311 - Animal Diseases
- 315 - Animal Welfare, Well-Being and Protection

Outcome #5

1. Outcome Target

Maintain nutrient management certification

2. Outcome Type : Change in Action Outcome Measure

2010 60 **2011** :60 **2012** : 60 **2013** 60 **2014** :60

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 302 - Nutrient Utilization in Animals

Outcome #6

1. Outcome Target

Make better decisions using available diagnostics

2. Outcome Type : Change in Action Outcome Measure

2010 :100 **2011** : 100 **2012** : 100 **2013** :100 **2014** :100

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 307 - Animal Production Management Systems
- 308 - Improved Animal Products (Before Harvest)
- 311 - Animal Diseases
- 315 - Animal Welfare, Well-Being and Protection

Outcome #7

1. Outcome Target

Participate in Maine cattle health assurance program

2. Outcome Type : Change in Action Outcome Measure

2010 56 **2011** : 56 **2012** : 56 **2013** 56 **2014** :56

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 301 - Reproductive Performance of Animals
- 307 - Animal Production Management Systems
- 308 - Improved Animal Products (Before Harvest)
- 311 - Animal Diseases
- 315 - Animal Welfare, Well-Being and Protection

Outcome #8

1. Outcome Target

Participate in farm animal identification program

2. Outcome Type : Change in Action Outcome Measure

2010 :500 **2011** : 500 **2012** : 500 **2013** :500 **2014** :500

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 307 - Animal Production Management Systems

Outcome #9

1. Outcome Target

Participate in livestock disease monitoring programs

2. Outcome Type : Change in Action Outcome Measure

2010 :32 **2011** : 32 **2012** : 32 **2013** :32 **2014** :32

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 307 - Animal Production Management Systems
- 311 - Animal Diseases
- 315 - Animal Welfare, Well-Being and Protection

Outcome #10

1. Outcome Target

Participate in livestock quality assurance program

2. Outcome Type : Change in Action Outcome Measure

2010 :100 **2011** : 100 **2012** : 100 **2013** :100 **2014** :100

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 307 - Animal Production Management Systems
- 308 - Improved Animal Products (Before Harvest)
- 311 - Animal Diseases

- 315 - Animal Welfare, Well-Being and Protection

Outcome #11

1. Outcome Target

Participate in relevant animal associations

2. Outcome Type : Change in Action Outcome Measure

2010 :79 2011 : 79 2012 : 79 2013 :79 2014 :79

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 602 - Business Management, Finance, and Taxation

Outcome #12

1. Outcome Target

Participate in the Maine grass farmer network

2. Outcome Type : Change in Action Outcome Measure

2010 :200 2011 : 200 2012 : 200 2013 :200 2014 :200

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

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

Outcome #13

1. Outcome Target

Use grasslands efficiently for feed and water quality protection

2. Outcome Type : Change in Action Outcome Measure

2010 :130 2011 : 130 2012 : 130 2013 :130 2014 :130

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 307 - Animal Production Management Systems

Outcome #14

1. Outcome Target

Evaluate and adopt nutrient sources, recycling and delivery systems that produce high quality crops

2. Outcome Type : Change in Action Outcome Measure

2010 :45 2011 : 45 2012 : 45 2013 :45 2014 :45

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 102 - Soil, Plant, Water, Nutrient Relationships
- 601 - Economics of Agricultural Production and Farm Management

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

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

1. Evaluation Studies Planned

- During (during program)
- Before-After (before and after program)
- Comparison between locales where the program operates and sites without program intervention
- Case Study

Description

Intentions for short-term evaluation: Numbers of participants, milk samples submitted, meetings and workshops held, numbers of clients attending meetings and work shops, publications/ articles written, bench mark data.

Intentions for medium-term evaluation: Milk quality data from processors, new management practices adopted, diagnostic lab submissions.

Intentions for long-term evaluation: Impact of programs on agricultural productivity and profitability.

2. Data Collection Methods

- Other (Email/Web surveys)
- Case Study
- On-Site
- Structured
- Mail

Description

V(A). Planned Program (Summary)

Program #14

1. Name of the Planned Program

Pest Management

2. Brief summary about Planned Program

The identification, management, and control of plant and animal pests is integral to the farming and horticulture industries, both conventional and organic, to the environment, and to human health. Through workshops, demonstrations, field days, school programs, and diagnostic services, information and training will be provided to farmers, pesticide applicators, teachers, students, and home owners. Websites, newsletters, and fact sheets will supplement educational programs and provide informational access to the general public.

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
211	Insects, Mites, and Other Arthropods Affecting Plants	25%		25%	
212	Pathogens and Nematodes Affecting Plants	18%		18%	
213	Weeds Affecting Plants	2%		2%	
215	Biological Control of Pests Affecting Plants	3%		3%	
216	Integrated Pest Management Systems	47%		47%	
721	Insects and Other Pests Affecting Humans	5%		5%	
	Total	100%		100%	

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

1. Situation and priorities

Maine farmers and homeowners constantly face a wide array of pests that threaten crops, homes, and health. Appropriate management techniques allow most of us to successfully grow our crops and live safely. Yet effective, safe management of pests is becoming more challenging. Emerging pests and diseases, including potato mop-top virus, new strains of potato late blight, West Nile virus, the hemlock woolly adelgid and others, pose significant threats to Maine agriculture, the environment and human health. Additionally, as the costs of energy and other inputs increase, and long-term costs to our environment are recognized, the need for more affordable and sustainable pest management becomes more acute. Growers must maximize yield and quality while counterbalancing with a reduction of inputs to maximize profits and reduce environmental degradation.

The current market demand for perfect, pest and damage-free produce and crops, combined with the public's desire to decrease pesticide use for human health and environmental reasons, creates a difficult challenge for Maine farmers. Homeowners and farmers are increasingly at odds over the application of pesticides on farms adjacent to new or existing housing developments. Ironically, homeowners are increasing their own pesticide use. According to the Maine Board of Pesticides Control, from 1995 to 2001, the weight of pesticides brought into Maine for sales to homeowners more than doubled, from 800,000 to 1.8 million pounds.

Pesticide resistance—as well as the withdrawal from the market of effective but risky products that have been long-established industry standards—creates the need for continual adjustment in all aspects of pest management. The number of organic farms and acreage is increasing. Organic farmers, with few options available to them, need appropriate and effective pest management alternatives. This is highly challenging but essential for success. However availability, costs and knowledge gaps have, in some cases, become major barriers to the use of organic and biological controls.

2. Scope of the Program

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

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

1. Assumptions made for the Program

The management of insects and other arthropods, plant diseases, weeds, vertebrates, and other pests is an integral part of the production of every major and minor commercial crop in Maine, including potatoes, blueberries, greenhouse/nursery crops, strawberries, brambles, apples, and corn, among others. The 8,136 farms in Maine generate agricultural crop sales valued at over \$463 million, and employ over 65,000 people. In 2003, the growing Maine environmental horticulture industry was valued at \$288 million dollars in plant production, landscape services, and wholesale/ retail sales. This industry has created 4,300 new jobs in the last five years. Without reliable and sustainable pest management strategies, these industries face severe crop losses resulting in significant reductions in profits and threats to their long-term viability. In addition to agricultural and commercial settings, IPM is important in home yard scapes and inside structures such as schools, homes, and businesses. Mosquito- and tick-borne human diseases such as West Nile virus and Lyme disease have emerged as major public health concerns.

2. Ultimate goal(s) of this Program

- “ Enhance the economic and environmental sustainability of Maine agriculture and aquaculture.
- “ Enhance the safety, sustainability, and dependability of Maine's food supply.

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
2010	9.5	0.0	1.1	0.0
2011	9.5	0.0	1.1	0.0
2012	9.5	0.0	1.1	0.0
2013	9.5	0.0	1.1	0.0
2014	9.5	0.0	1.1	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

- .. Children’s Agricultural Educational Events
- .. Client Consultation - Insect, Plant Disease, Pest Management
- .. Cranberry Integrated Pest Management
- .. Cranberry Related Fact Sheets
- .. Educational Entomological Display
- .. Fact Sheet - Wild Blueberry
- .. Field Day - University of Maine Blueberry Hill Farm
- .. Grower Site Visits
- .. Insect Education - Bugmaine-ia
- .. Integrated Pest Management
- .. IPM Related (publication)
- .. IPM Related (refereed journal article)
- .. IR4 Residue/Efficacy Insecticide Trials
- ..

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"> ● Other 2 (Conference or Symposium) ● Demonstrations ● One-on-One Intervention ● Education Class ● Group Discussion ● Other 1 (Collaborative or Cooperative Eff) ● Workshop 	<ul style="list-style-type: none"> ● Other 2 (Manual) ● Newsletters ● Web sites ● Other 1 (Applied Research)

3. Description of targeted audience

- Agency Staff or Professionals (Adult)
- Agricultural Producers (Adult)
- Agricultural Workers (Adult)
- Blueberry Growers (Adult)
- Commercial Apple Growers (Adult)
- Commercial Cranberry Growers (Adult)
- Commercial Potato Growers (Adult)
- Commercial Sweet Corn Growers (Adult)
- Farmers (Adult)
- General Public (Adult)
- Home Gardeners (Adult)
- Master Gardener Trainees (Adult)
- Pesticide Applicator Training Participants (Adult)
- Scientists (Adult)
- Teachers (Adult)
- Students (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
2010	10661	26814	6730	0
2011	10667	27616	6730	0
2012	10721	27818	6760	0
2013	10723	27818	6760	0
2014	10723	27818	6760	0

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

Expected Patent Applications

2010 :0 2011 :0 2012 :0 2013 :0 2014 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	0	0	0

V(H). State Defined Outputs

1. Output Target

- Direct - AV Resource

2010 :4 2011 :4 2012 :4 2013 :4 2014 :4

- Direct - Collaborative or Cooperative Effort

2010 :2455 2011 :2455 2012 :2455 2013 :2455 2014 :2455

- Direct - Train the Trainer or Volunteer Training

2010 :7 2011 :7 2012 :7 2013 :7 2014 :7

- Indirect - Applied Research

2010 :3 2011 :3 2012 :3 2013 :3 2014 :3

- Indirect - Publication - booklet

2010 :1 2011 :1 2012 :1 2013 :1 2014 :1

- Indirect - Publication - manual

2010 :1 2011 :1 2012 :1 2013 :1 2014 :1

- Direct - Educational Programs or Projects

2010 520	2011 525	2012 .536	2013 536	2014 536
-----------------	-----------------	------------------	-----------------	-----------------

- Indirect - Media and Internet

2010 552	2011 552	2012 .552	2013 552	2014 552
-----------------	-----------------	------------------	-----------------	-----------------

- Indirect - Professional, Peer-reviewed, or Refereed, Scholarship

2010 401	2011 401	2012 401	2013 2203	2014 401
-----------------	-----------------	-----------------	------------------	-----------------

- Indirect - Publication in the Popular Media

2010 49	2011 51	2012 .51	2013 51	2014 51
----------------	----------------	-----------------	----------------	----------------

V(I). State Defined Outcome

O. No	Outcome Name
1	Adopt and maintain integrated pest management strategies
2	Acquire pesticide applicator certification
3	Adopt appropriate technologies
4	Expand Integrated Pest Management
5	Identify and respond to pest issues
6	Identify and respond to plant and animal disorders
7	Improve Integrated Pest Management
8	Maintain pesticide applicator certification
9	Make better decisions regarding pest management
10	Use pesticides safely
11	Use relevant UMaine Extension web-based resources

Outcome #1**1. Outcome Target**

Adopt and maintain integrated pest management strategies

2. Outcome Type : Change in Action Outcome Measure

2010 2972	2011 : 3028	2012 : 3044	2013 3044	2014 :3044
------------------	--------------------	--------------------	------------------	-------------------

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 211 - Insects, Mites, and Other Arthropods Affecting Plants
- 212 - Pathogens and Nematodes Affecting Plants
- 215 - Biological Control of Pests Affecting Plants
- 216 - Integrated Pest Management Systems
- 721 - Insects and Other Pests Affecting Humans

Outcome #2**1. Outcome Target**

Acquire pesticide applicator certification

2. Outcome Type : Change in Action Outcome Measure

2010 590	2011 : 590	2012 : 590	2013 590	2014 :590
-----------------	-------------------	-------------------	-----------------	------------------

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 216 - Integrated Pest Management Systems

Outcome #3**1. Outcome Target**

Adopt appropriate technologies

2. Outcome Type : Change in Action Outcome Measure

2010 460	2011 : 460	2012 : 470	2013 470	2014 :470
-----------------	-------------------	-------------------	-----------------	------------------

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 211 - Insects, Mites, and Other Arthropods Affecting Plants
- 212 - Pathogens and Nematodes Affecting Plants
- 213 - Weeds Affecting Plants
- 215 - Biological Control of Pests Affecting Plants
- 216 - Integrated Pest Management Systems
- 721 - Insects and Other Pests Affecting Humans

Outcome #4

1. Outcome Target

Expand Integrated Pest Management

2. Outcome Type : Change in Action Outcome Measure

2010 222 **2011** : 242 **2012** : 242 **2013** 242 **2014** :242

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 216 - Integrated Pest Management Systems

Outcome #5

1. Outcome Target

Identify and respond to pest issues

2. Outcome Type : Change in Action Outcome Measure

2010 4962 **2011** : 4973 **2012** : 4994 **2013** 4994 **2014** :4994

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 211 - Insects, Mites, and Other Arthropods Affecting Plants
- 215 - Biological Control of Pests Affecting Plants
- 216 - Integrated Pest Management Systems
- 721 - Insects and Other Pests Affecting Humans

Outcome #6

1. Outcome Target

Identify and respond to plant and animal disorders

2. Outcome Type : Change in Action Outcome Measure

2010 2860 **2011** : 2870 **2012** : 2880 **2013** 2880 **2014** :2880

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 211 - Insects, Mites, and Other Arthropods Affecting Plants
- 212 - Pathogens and Nematodes Affecting Plants
- 215 - Biological Control of Pests Affecting Plants
- 216 - Integrated Pest Management Systems
- 721 - Insects and Other Pests Affecting Humans

Outcome #7

1. Outcome Target

Improve Integrated Pest Management

2. Outcome Type : Change in Action Outcome Measure

2010 202	2011 : 183	2012 : 254	2013 254	2014 :254
-----------------	-------------------	-------------------	-----------------	------------------

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 216 - Integrated Pest Management Systems

Outcome #8**1. Outcome Target**

Maintain pesticide applicator certification

2. Outcome Type : Change in Action Outcome Measure

2010 3600	2011 : 3600	2012 : 3600	2013 3600	2014 :3600
------------------	--------------------	--------------------	------------------	-------------------

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 216 - Integrated Pest Management Systems

Outcome #9**1. Outcome Target**

Make better decisions regarding pest management

2. Outcome Type : Change in Action Outcome Measure

2010 2950	2011 : 2974	2012 : 3008	2013 3008	2014 :3008
------------------	--------------------	--------------------	------------------	-------------------

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 216 - Integrated Pest Management Systems

Outcome #10**1. Outcome Target**

Use pesticides safely

2. Outcome Type : Change in Action Outcome Measure

2010 850	2011 : 900	2012 : 1000	2013 :1000	2014 :1000
-----------------	-------------------	--------------------	-------------------	-------------------

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 211 - Insects, Mites, and Other Arthropods Affecting Plants
- 212 - Pathogens and Nematodes Affecting Plants
- 213 - Weeds Affecting Plants
- 215 - Biological Control of Pests Affecting Plants
- 216 - Integrated Pest Management Systems

- 721 - Insects and Other Pests Affecting Humans

Outcome #11

1. Outcome Target

Use relevant UMaine Extension web-based resources

2. Outcome Type : Change in Action Outcome Measure

2010 20552

2011 :21054

2012 : 21554

2013 21556

2014 :21556

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 211 - Insects, Mites, and Other Arthropods Affecting Plants
- 212 - Pathogens and Nematodes Affecting Plants
- 213 - Weeds Affecting Plants
- 215 - Biological Control of Pests Affecting Plants
- 216 - Integrated Pest Management Systems
- 721 - Insects and Other Pests Affecting Humans

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

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

1. Evaluation Studies Planned

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

Description

Intentions for short-term evaluation: A written evaluation survey will be circulated to program participants and newsletter recipients.

Intentions for medium-term evaluation: A written evaluation survey will be circulated to program participants and newsletter recipients. In addition, the program will be evaluated by the Maine Potato Board and the Maine Potato Advisory Group or other stakeholder groups as determined.

Intentions for long-term evaluation: A written evaluation survey will be circulated to program participants and newsletter recipients. In addition, the program will be evaluated by the Maine Potato Board as well as the Maine Potato Advisory Group or other stakeholder groups as determined. Historical records will be used.

2. Data Collection Methods

- On-Site
- Other (Email/Web surveys)
- Mail

Description

V(A). Planned Program (Summary)

Program #15

1. Name of the Planned Program

Sustainable Communities

2. Brief summary about Planned Program

Programs directed at the development of sustainable communities are multi-faceted, long-term efforts that engage individuals and families in different ways and in different settings. Based on local needs, programs will address social and environmental issues from fisheries management to food systems, community resource planning to consumer horticulture, and from conservation of natural resources to community and organizational development. Agricultural and fisheries industry members, community members, policy makers, and home gardeners will engage in public issues education, develop vision-to-action projects, and demonstrate sustainable practices.

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
111	Conservation and Efficient Use of Water	15%			
112	Watershed Protection and Management	15%			
133	Pollution Prevention and Mitigation	10%			
136	Conservation of Biological Diversity	10%			
403	Waste Disposal, Recycling, and Reuse	10%			
605	Natural Resource and Environmental Economics	10%			
608	Community Resource Planning and Development	10%			
724	Healthy Lifestyle	10%			
802	Human Development and Family Well-Being	5%			
803	Sociological and Technological Change Affecting Individuals, Families and Communities	5%			
	Total	100%			

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

1. Situation and priorities

Many communities are beginning to see that economic development, environmental quality, healthy families, and social equity are mutually supportive. The creation of sustainable communities encompasses "smart growth" responses to a complex matrix of issues relating to development, economy, growth, environment, and society.

There is no consensus, however, about the need for sustainable practices at the community level. We face a "crisis of perception" about the current situation and threats to future security. If Maine does not create a shared vision about the need to develop and foster sustainable communities, we will very likely pass along to future generations an environment that is depleted of high quality natural resources, an economy that serves the interests of investors but not citizens. Communities may become increasingly polarized, thus more stressful places to live.

Maine citizens, including families, business interests, organizational leaders, and municipal officials need information about the current community situation on which to base sound judgments. Collaborative techniques that encourage participation in building a shared vision of success, and examples of projects that have proved successful, provide the foundation of new opportunities to positively influence community life. Many partners are working in local areas and at the state level to provide

information and facilitate community-based approaches to sustainability.

2. Scope of the Program

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

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

1. Assumptions made for the Program

Community success is to often gauged by measures of population and economic growth. The perception is so pervasive that almost every American community is looking for ways to grow out of its problems, even when those problems are themselves the result of growth. It is easy to find examples of short-term thinking that pits economic growth against the health of citizens and the natural world. The creation of sustainable communities requires that development strategies integrate thinking beyond pure growth to include such things as affordable housing, local food production and marketing, ecotourism, tax reform, healthier life choices, and efforts to increase social justice.

2. Ultimate goal(s) of this Program

- .. Enhance the economic and environmental sustainability of Maine agriculture and aquaculture.
- .. Enhance the safety, sustainability, and dependability of Maine's food supply.
- .. Increase the economic and social viability and sustainability of Maine communities.
- .. Protect and enhance Maine's natural resources and environment through sustainable stewardship.

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
2010	2.6	0.0	0.0	0.0
2011	2.7	0.0	0.0	0.0
2012	2.5	0.0	0.0	0.0
2013	2.6	0.0	0.0	0.0
2014	2.6	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

- .. Collaborative Fisheries Management Workshops
- .. Consumer Energy Demonstrations
- .. Consumer Energy Related Publication
- .. Consumer Energy Trade Show
- .. Consumer Energy Website
- .. Energy Activities
- .. Food Donated to food cupboards and soup kitchens
- .. Food System Education Programs
- .. General Activities - Sustainable Communities
- .. General Energy Conservation Activities
- .. Large-scale community vision-to-action projects
- .. Public Issue education through facilitated community forums and conferences
- .. Public Issue Education via Talk of the Towns and Family Radio Forum
- .. Smart Growth Demonstration Projects

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"> ● Group Discussion ● Demonstrations ● Education Class ● Workshop 	<ul style="list-style-type: none"> ● Other 1 (Radio)

3. Description of targeted audience

- Business Owners - current (Adult)
- Commercial Fishing Industry Members (Adult)
- Community Leaders (Adult)
- Community Members (Adult)
- Extension - all staff (Adult)
- General Public (Adult)
- Home Gardeners (Adult)
- Homeowners (Adult)
- Homeowners - up to 2 acres (Adult)
- Limited Income Public (Adult)
- Policy Makers (Adult)
- Radio Program Audience (Adult)
- Consumers (Adult)
- Home Gardeners (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
2010	1213	7600	580	610
2011	1213	7600	590	610
2012	1113	7600	80	0
2013	1113	7600	80	0
2014	1103	7600	80	0

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

Expected Patent Applications

2010 :0 2011 :0 2012 :0 2013 :0 2014 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	0	0	0

V(H). State Defined Outputs

1. Output Target

- Direct - Conference/Symposium

2010	2011	2012	2013	2014
● Direct - Educational Programs or Projects				
25	26	26	26	26
● Indirect - Media and Internet				
26	26	24	24	24
● Indirect - Publication in the Popular Media				
12	12	2	2	2
● Multiple-undefined delivery method				
40	40	24	24	24

V(I). State Defined Outcome

O. No	Outcome Name
1	Promote community responsibility and action
2	Promote personal responsibility and action
3	Reduce use of fossil fuels
4	Reduce waste stream
5	Reduces greenhouse gasses
6	Adopt lower impact lifestyles
7	Increase consumption of locally-grown food
8	Compost
9	Promote healthy relationships
10	Adopt at least one energy saving practice
11	Begin gardening
12	Develop a shared vision for the future
13	Increase insulation value in home
14	Increase production in home garden
15	Make informed decisions about the implementation of techniques that will reduce consumption of fossil fuels

Outcome #1

1. Outcome Target

Promote community responsibility and action

2. Outcome Type : Change in Action Outcome Measure

2010 :30 **2011** : 35 **2012** : 40 **2013** :45 **2014** :45

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development

Outcome #2

1. Outcome Target

Promote personal responsibility and action

2. Outcome Type : Change in Action Outcome Measure

2010 :80 **2011** : 90 **2012** : 100 **2013** :110 **2014** :110

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

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

Outcome #3

1. Outcome Target

Reduce use of fossil fuels

2. Outcome Type : Change in Action Outcome Measure

2010 :30 **2011** : 40 **2012** : 50 **2013** :50 **2014** :50

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 133 - Pollution Prevention and Mitigation

Outcome #4

1. Outcome Target

Reduce waste stream

2. Outcome Type : Change in Action Outcome Measure

2010 :30 **2011** : 30 **2012** : 40 **2013** :40 **2014** :40

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 133 - Pollution Prevention and Mitigation

Outcome #5

1. Outcome Target

Reduces greenhouse gasses

2. Outcome Type : Change in Action Outcome Measure

2010 :30 **2011** : 35 **2012** : 40 **2013** :40 **2014** :40

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 133 - Pollution Prevention and Mitigation
- 605 - Natural Resource and Environmental Economics

Outcome #6

1. Outcome Target

Adopt lower impact lifestyles

2. Outcome Type : Change in Action Outcome Measure

2010 :15 **2011** : 15 **2012** : 15 **2013** :15 **2014** :15

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 111 - Conservation and Efficient Use of Water
- 112 - Watershed Protection and Management
- 133 - Pollution Prevention and Mitigation
- 136 - Conservation of Biological Diversity
- 403 - Waste Disposal, Recycling, and Reuse
- 605 - Natural Resource and Environmental Economics
- 608 - Community Resource Planning and Development
- 802 - Human Development and Family Well-Being
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

Outcome #7

1. Outcome Target

Increase consumption of locally-grown food

2. Outcome Type : Change in Action Outcome Measure

2010 :97 **2011** : 97 **2012** : 97 **2013** : 97 **2014** :97

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

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

Outcome #8

1. Outcome Target

Compost

2. Outcome Type : Change in Action Outcome Measure

2010 20 **2011** : 20 **2012** : 20 **2013** 20 **2014** :20

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 403 - Waste Disposal, Recycling, and Reuse

Outcome #9

1. Outcome Target

Promote healthy relationships

2. Outcome Type : Change in Action Outcome Measure

2010 20 **2011** : 20 **2012** : 25 **2013** 25 **2014** :25

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

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

Outcome #10

1. Outcome Target

Adopt at least one energy saving practice

2. Outcome Type : Change in Action Outcome Measure

2010 204 **2011** : 204 **2012** : 204 **2013** 200 **2014** :200

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 403 - Waste Disposal, Recycling, and Reuse
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

Outcome #11

1. Outcome Target

Begin gardening

2. Outcome Type : Change in Action Outcome Measure

2010 30 **2011** : 30 **2012** : 30 **2013** 30 **2014** :30

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 605 - Natural Resource and Environmental Economics

- 608 - Community Resource Planning and Development

Outcome #12

1. Outcome Target

Develop a shared vision for the future

2. Outcome Type : Change in Action Outcome Measure

2010 :10 **2011 :** 12 **2012 :** 12 **2013 :**12 **2014 :**12

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

Outcome #13

1. Outcome Target

Increase insulation value in home

2. Outcome Type : Change in Action Outcome Measure

2010 :34 **2011 :** 34 **2012 :** 34 **2013 :** 30 **2014 :**30

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 724 - Healthy Lifestyle
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

Outcome #14

1. Outcome Target

Increase production in home garden

2. Outcome Type : Change in Action Outcome Measure

2010 :50 **2011 :** 50 **2012 :** 50 **2013 :** 50 **2014 :**50

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development
- 724 - Healthy Lifestyle
- 802 - Human Development and Family Well-Being
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

Outcome #15

1. Outcome Target

Make informed decisions about the implementation of techniques that will reduce consumption of fossil fuels

2. Outcome Type : Change in Action Outcome Measure

2010 :310

2011 :310

2012 :310

2013 :310

2014 :310

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development
- 724 - Healthy Lifestyle
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

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

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

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

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

Description

Intentions for short-term evaluation: Pre- and post-event evaluation instruments as well as retrospective evaluation instruments will be used to measure knowledge gained and skills learned.

Intentions for medium-term evaluation: Evaluation of changes in behavior, practice, decision-making, policy, and social action; evaluation of changes in civic engagement.

Intentions for long-term evaluation: Research on the long-term impact of changes in social, civic, organizational, economic, and environmental conditions.

2. Data Collection Methods

- Other (Email/Web surveys)
- Telephone
- Case Study
- Mail
- Structured

Description

V(A). Planned Program (Summary)

Program #16

1. Name of the Planned Program

Watershed Management

2. Brief summary about Planned Program

Water is an important economic and environmental resource in Maine, especially in relation to drinking water, agriculture, and recreation. Education on pollution sources and control, particularly non-point sources like agriculture and development, is key to the conservation of Maine's water resources. Our Watershed Management program will focus on volunteer training and outreach, watershed planning for municipalities, and education on well-water and ground-water issues and how to address them.

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

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

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

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

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
101	Appraisal of Soil Resources	10%			
111	Conservation and Efficient Use of Water	20%			
112	Watershed Protection and Management	20%			
131	Alternative Uses of Land	10%			
132	Weather and Climate	15%			
403	Waste Disposal, Recycling, and Reuse	10%			
901	Program and Project Design, and Statistics	15%			
	Total	100%			

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

1. Situation and priorities

In Maine, nutrient inputs from non-point sources are a primary cause of lake degradation.[i] The 1996 Maine Department of Environmental Protection (DEP) 305b report to the U.S. Environmental Protection Agency (EPA) stated that "control of non-point source pollution is crucial to protecting Maine lakes, groundwater, . . . smaller riverine water bodies and selected larger rivers." [ii, iii] Agriculture and development are the two major land uses that facilitate the movement of nutrients and other non-point pollutants to surface water and groundwater. Storm water runoff from developed areas causes nearly one third of all water quality deterioration in U.S. lakes, and is a significant source of pollution to inland and coastal waters in Maine.[iv-v] Habitat is degraded cumulatively, and often irreversibly, by individual land use decisions.

Individual homeowners, community decision-makers, and lake and watershed associations need to know how water quality and habitat is influenced by watershed land use. Protection of Maine's water resources is more effective and efficient when all in a watershed work together.

Clean water is vital to Maine's economy both directly and indirectly. A 1996 University of Maine study of economics and Maine lakes found the following: [vi, vii]

- .. Each year, recreation on Maine lakes accounts for 13 million days of use.
- .. Recreation generates \$1.1 billion per year, with 15 percent of that brought in by nonresidents.
- .. Other uses of lake water (drinking water, youth camps) are worth at least \$400 million.
- .. Lakes that supply public drinking water provide 93.5 million user days per year, and are valued at over \$141 million.
- .. The total economic value of Maine lakes is \$6.7 billion, supporting over 50,000 Maine jobs.
- .. Declining lake water quality leads to lower property values.
- .. Loss of tax revenue to towns due to reduced property values would be significant.
- .. As many as 66 percent of Maine residents use lakes on an annual basis.[viii]

We depend on clean groundwater for drinking water. As many one third of Maine's 1.2 million residents rely on lakes for drinking water, with most of the remaining residents using streams or groundwater wells for public water supplies. The Maine Drinking Water Program regulates Maine's public water supplies; however, no standards or regulations exist for well water. Polluted runoff may contaminate wells with bacteria, and wells may contain harmful naturally occurring elements such as arsenic and uranium. Human health is at risk when people consume contaminated water. With close to half of Maine's population obtaining their water from private supplies, this represents a considerable risk.

[i] Jeffrey Dennis, "Phosphorus Export from a Low Density Residential Watershed and an Adjacent Forested Watershed," Lake and Reservoir Management 2 (1986): 401-407.

[ii] Maine Department of Environmental Protection (DEP), State of Maine Water Quality Assessment (1996) DEPLW96-15.

[iii] U.S. Environmental Protection Agency (EPA), 2000 National Water Quality Inventory, <http://www.epa.gov/305b/2000report/> (accessed February, 2004).

[iv] U.S. EPA, Nonpoint Source Pollution: The Nation's Largest Water Quality Problem - Pointer No. 1, (Washington, D.C.: United States Environmental Protection Agency Office of Water, 1996), EPA841-F-96-004A.

[v] S. Carpenter, N.F. Caraco, D.L. Correll, R.W. Howarth, A.N. Sharpley, and V.H. Smith, "Nonpoint Pollution of Surface Waters with Phosphorus and Nitrogen," Ecological Applications 8 (1998): 559-568.

[vi] K.J. Boyle, S.R. Lawson, H.J. Michael and R. Bouchard, Lakefront Property Owners' Economic Demand for Water Clarity in Maine Lakes, Maine Agricultural and Forest Experiment Station Misc. Report 410 (September 1998).

[vii] K.J. Boyle, J. Scheutz, and J.S. Kahl, "Great Ponds Play an Integral Part in Maine's Economy," University of Maine Department of Resource Economics & Policy Staff Paper REP 473, (April 1997).

[viii] Maine DEP, The Economics of Lakes - Dollars and Sense, <http://www.state.me.us/dep/blwq/doclake/research.htm> (accessed July, 2004).

2. Scope of the Program

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

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

1. Assumptions made for the Program

Maine is a water-rich state. We rely heavily on both surface and ground water for drinking water and agricultural irrigation. High quality surface water for recreation is important to our economic health and national image. Our water resources bring tourist dollars into the state each year.

2. Ultimate goal(s) of this Program

- Improve the lives of Maine citizens through positive human development, healthy lifestyles and nutrition, and lifelong wellness.
- Increase the economic and social viability and sustainability of Maine communities.
- Protect and enhance Maine's natural resources and environment through sustainable stewardship.

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
2010	1.4	0.0	0.0	0.0
2011	1.4	0.0	0.0	0.0
2012	1.4	0.0	0.0	0.0
2013	1.4	0.0	0.0	0.0
2014	1.4	0.0	0.0	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

- General Activities - Watershed Management
- Outreach Planning for Lake Groups Training
- Watershed Management Public Presentation
- Watershed Management Related (fact sheet)
- Watershed Management Related (publication)
- Watershed Management Related (refereed journal article)
- Watershed Planning with Municipalities
- Watershed Stewards Program
- Well Water and Groundwater Education

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"> ● Workshop ● Other 1 (Public Presentation) 	<ul style="list-style-type: none"> ● Other 1 ()

3. Description of targeted audience

- General Public (Adult)
- Municipal Officials (Adult)
- Scientists (Adult)
- Volunteers (Adult)
- Watershed Stewards (Adult)
- General Public (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
2010	108	0	10	0
2011	108	0	10	0
2012	108	0	10	0
2013	108	0	10	0
2014	108	0	10	0

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

Expected Patent Applications

2010 :0 2011 :0 2012 :0 2013 :0 2014 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	0	0	0

V(H). State Defined Outputs

1. Output Target

- Direct - Educational Programs or Projects

2010 :13 2011 :13 2012 :13 2013 :13 2014 :13

- Indirect - Professional, Peer-reviewed, or Refereed, Scholarship

2010 :1 2011 :1 2012 :1 2013 :1 2014 :0

- Indirect - Publication in the Popular Media

2010 :1 2011 :1 2012 :1 2013 :1 2014 :1

V(I). State Defined Outcome

O. No	Outcome Name
1	Conduct a watershed survey
2	Install or enhance conservation plantings using primarily native plants
3	Act on the results of a well-water test
4	Promote municipal responsibility and action
5	Test well-water

Outcome #1

1. Outcome Target

Conduct a watershed survey

2. Outcome Type : Change in Action Outcome Measure

2010 :20 **2011** : 20 **2012** : 20 **2013** : 20 **2014** :20

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 112 - Watershed Protection and Management

Outcome #2

1. Outcome Target

Install or enhance conservation plantings using primarily native plants

2. Outcome Type : Change in Action Outcome Measure

2010 :30 **2011** : 50 **2012** : 50 **2013** : 50 **2014** :50

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 101 - Appraisal of Soil Resources
- 111 - Conservation and Efficient Use of Water
- 112 - Watershed Protection and Management

Outcome #3

1. Outcome Target

Act on the results of a well-water test

2. Outcome Type : Change in Action Outcome Measure

2010 :15 **2011** : 15 **2012** : 15 **2013** :15 **2014** :15

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 111 - Conservation and Efficient Use of Water
- 112 - Watershed Protection and Management

Outcome #4

1. Outcome Target

Promote municipal responsibility and action

2. Outcome Type : Change in Action Outcome Measure

2010 :30 **2011** : 35 **2012** : 40 **2013** :45 **2014** :45

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 901 - Program and Project Design, and Statistics

Outcome #5

1. Outcome Target

Test well-water

2. Outcome Type : Change in Action Outcome Measure

2010 :30 2011 : 30 2012 : 30 2013 :30 2014 :30

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 111 - Conservation and Efficient Use of Water

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

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

1. Evaluation Studies Planned

- Other (Water Testing)
- After Only (post program)

Description

Intentions for short-term evaluation: After program/workshop evaluations using learning indicators, well water tests.

Intentions for medium-term evaluation: Measure action items such as testing well water, implement survey.

Intentions for long-term evaluation: Five- and ten-year program review through surveys and phone interviews, use long-term water quality in lakes.

2. Data Collection Methods

- Mail
- Other (Email/Web surveys, Water Testing)
- Case Study
- Telephone

Description

V(A). Planned Program (Summary)

Program #17

1. Name of the Planned Program

Youth Development

2. Brief summary about Planned Program

In line with our statewide needs assessments and National 4-H mission mandates, the Maine 4-H Youth Development program has four focus areas: Youth in Governance; Healthy Lifestyles; Science and Technology; and Earth Connections. Maine youth and their volunteer leaders will participate in workshops, experiential learning, clubs, after-school programs, camps, and international exchange programs. As a result, they will gain knowledge and life skills that will support their development into engaged, responsible citizens committed to a sustainable future.

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
133	Pollution Prevention and Mitigation	5%		5%	
134	Outdoor Recreation	15%		15%	
724	Healthy Lifestyle	20%		20%	
801	Individual and Family Resource Management	5%		5%	
802	Human Development and Family Well-Being	15%		15%	
803	Sociological and Technological Change Affecting Individuals, Families and Communities	10%		10%	
805	Community Institutions, Health, and Social Services	3%		3%	
806	Youth Development	27%		27%	
	Total	100%		100%	

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

1. Situation and priorities

Maine is a rural state, and home to over 230,000 youth between the ages of 5 and 17.[i] The following statistics and facts support the need for UMaine Extension to emphasize life skills development in five categories:

Workforce preparation: The Maine Learning Results require that each student leave school as a clear and effective communicator, a self-directed and life-long learner, a creative and practical problem solver, a responsible and involved citizen, a collaborative and quality worker and an integrative and informed thinker.[ii] Over the past five years there has been a 14 percent increase in the number of high school dropouts and a 14 percent increase in teens not attending school and not working.[iii]

Media literacy and technology: The Kaiser Foundation found that the average child between 8 and 18 years of age spends more time with television, video games, music, and the Internet than they spend at school or with parents,[iv] even though forty-two percent of children in Maine are unable to access the Internet from home.[v]

Youth leadership: Approximately 44 percent of Maine youth engage in community service and volunteerism.[vi] Students engaged in service learning show an increase in awareness of community needs, believe they can make a difference, and are committed to volunteerism now and in the future.[vii]

Out-of-school time: Twenty-three percent of Maine's K-12 youth are responsible for taking care of themselves after school. Currently, only 15 percent of Maine's K-12 youth participate in after-school programs.[viii]

Healthy lifestyle choices: In the last five years Maine has reported a 14 percent increase in teen deaths (by accident,

homicide, and suicide), six percent higher than the national average.[ix]

[i] U.S. Census Bureau, U.S. Census 2000, <http://www.census.gov>.

[ii] Maine State Department of Education, State of Maine Learning Results, <http://www.state.me.us/education/lres/homepage.htm> (accessed July 2004).

[iii] The Annie E. Casey Foundation, Kids Count 2004 Data Book, <http://www.aecf.org/kidscount/databook/> (accessed July 2004).

[iv] Donald F. Roberts, Ulla Foehr, Victoria J. Rideout, and Mollyann Brodie., Kids & Media @ The New Millennium, (The Herbert J. Kaiser Family Foundation, November 1999), <http://www.kff.org/entmedia/loader.cfm?url=/commonspot/security/getfile.cfm&PageID=13267> (accessed July 2004).

[v] Casey Foundation, Kids Count.

[vi] USM Edmund S. Muskie School of Public Service, Maine Marks for Children, Families and Communities (June 2003), <http://www.mainemarks.org/>.

[vii] A. Melchior, National Evaluation of Learn and Serve America, (Waltham, MA: Brandeis University, 1999).

[viii] Afterschool Alliance, America After 3 pm, http://www.afterschoolalliance.org/press_archives/america_3pm/ME_NR.pdf (accessed July 2004).

[ix] Casey Foundation, Kids Count.

2. Scope of the Program

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

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

1. Assumptions made for the Program

If Maine chooses to ignore these issues, youth will not get the guidance needed to develop the life skills necessary to be successful, and will continue to struggle with making healthy choices. This will affect their workforce preparation and potentially decrease their aspirations. The difficulty of making positive choices increases with a lack of after-school opportunities: many young people are more likely to engage in risky behavior during the time period immediately after school, from 4:00-8:00 p.m. In 2000, 10,885 children were arrested in Maine.[i] Lack of technology will further isolate rural Maine. Because of the volume of media youth are exposed to, it is imperative that they become media literate. According to the Maine Department of Education, approximately 70 percent of youth who graduate from high school will further their education. However, there are concerns that in the more rural and economically depressed counties those percentages are lower.[ii]

[i] Federal Bureau of Investigation, Arrested Persons by State (2000), <http://www.fbi.gov/ucr/00cius.htm> (accessed July 2004).

[ii] ME Dept of Education, Graduates on to post secondary schools - history, by county and unit - public schools, <http://www.state.me.us/education/enroll/grads/historical/gradtrend.htm> (accessed July 2004).

2. Ultimate goal(s) of this Program

- .. Enhance the economic and environmental sustainability of Maine agriculture and aquaculture.
- .. A Larger and more diverse pool of youth are pursuing SET careers through post secondary education and improved

SET literacy in the general population.

- Improve the lives of Maine citizens through positive human development, healthy lifestyles and nutrition, and lifelong wellness.
- Increase the economic and social viability and sustainability of Maine communities.
- Protect and enhance Maine's natural resources and environment through sustainable stewardship.

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
2010	9.2	0.0	0.1	0.0
2011	9.0	0.0	0.3	0.0
2012	9.5	0.0	0.2	0.0
2013	9.6	0.0	0.1	0.0
2014	9.6	0.0	0.1	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

- 4-H Afterschool
- 4-H CountyClub Programs
- 4-H Dairy Challenge
- 4-H Fairs
- 4-H Livestock Activities
- 4H Club Leader Development and Support
- Agricultural Job Exploration
- Bryant Pond 4-H Camp and LearningCenter school programs
- Citizenship Activities
- Entrepreneurship Activities
- Financial Literacy for High School Students
- Healthy Lifestyles- Safe Operation of Farm Tractors and Equipment

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"> • Education Class • One-on-One Intervention • Other 1 (Collaborative or Cooperative Eff) • Group Discussion • Workshop • Other 2 (4-H Day and Overnight Camp) 	<ul style="list-style-type: none"> • Other 1 ()

3. Description of targeted audience

- 4-H Leaders (Adult) •4-H Volunteers (Adult) •Adults with Disabilities (Adults) •Agency Staff or Professionals (Adult)
- Agricultural Workers (Adult) •Community Leaders (Adult) •Community Members (Adult) •Community Organization Members or Staff (Adult)
- Extension - all staff (Adult) •Families (Adult) •Parents (Adult) •Teachers (Adult)
- Volunteers (Adult) •Youth Educators (Adult) •4-H Community or Project Clubs Participants (Youth) •4-H Independent Members (Youth)
- 4-H Leader or Project Skills Training Program Participants (Youth) •4-H Leaders (Youth) •4-H

Members (Youth) •4-H Special Interest or Short-Term Program Participants (Youth) •4-H Volunteers (Youth) •Community Members (Youth) •School Enrichment Program Participants (Youth) •Students (Youth) •Youth (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
2010	750	334	5512	911
2011	864	389	5595	963
2012	930	395	5688	983
2013	995	413	5747	996
2014	1048	446	5804	1033

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

Expected Patent Applications

2010 :0 2011 :0 2012 :0 2013 :0 2014 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	0	0	0

V(H). State Defined Outputs

1. Output Target

- Direct - Collaborative or Cooperative Effort

2010 9 2011 4 2012 :5 2013 5 2014 5

- Direct - Train the Trainer or Volunteer Training

2010 21 2011 23 2012 :23 2013 23 2014 23

- Direct - Conference/Symposium

2010 4 2011 4 2012 :4 2013 4 2014 4

- Direct - Consultation

2010 :10 2011 :10 2012 :10 2013 :10 2014 :10

- Direct - 4-H Club, Camp, Project, Program

2010 :1303	2011 :1372	2012 :1441	2013 :1492	2014 :1553
-------------------	-------------------	-------------------	-------------------	-------------------

- Direct - Educational Programs or Projects

2010 :13	2011 :13	2012 :13	2013 :13	2014 :13
-----------------	-----------------	-----------------	-----------------	-----------------

- Multiple-undefined delivery method

2010 :346	2011 :387	2012 :406	2013 :407	2014 :412
------------------	------------------	------------------	------------------	------------------

V(I). State Defined Outcome

O. No	Outcome Name
1	Conduct tours of agricultural employers in Maine
2	Adopt lower impact lifestyles
3	Conduct community service or outreach
4	Conduct community service or outreach using science and technology skills
5	Create learning opportunities based on principles of positive human development
6	Create learning opportunities that are safe and empowering
7	Develop a financial plan
8	Develop skills that promote healthy relationships
9	Engage positively in their community
10	Identify and solve problems using science and technology skills
11	Increase capacity to achieve goals
12	Increase capacity to establish goals or make decisions
13	Integrate regular physical activity into daily life
14	Make better decisions regarding healthy lifestyle
15	Operate equipment safely
16	Take leadership role
17	Use clear and effective communication skills
18	Use new technologies
19	Work effectively with diverse groups
20	Work productively in a team
21	Promote healthy relationships
22	Adopt record-keeping system
23	Dollars saved
24	Increase consumption of locally grown food

Outcome #1

1. Outcome Target

Conduct tours of agricultural employers in Maine

2. Outcome Type : Change in Action Outcome Measure

2010 : 3 **2011 :** 3 **2012 :** 3 **2013 :** 3 **2014 :** 3

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 805 - Community Institutions, Health, and Social Services

Outcome #2

1. Outcome Target

Adopt lower impact lifestyles

2. Outcome Type : Change in Action Outcome Measure

2010 : 1400 **2011 :** 1400 **2012 :** 1400 **2013 :** 1400 **2014 :** 1400

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 134 - Outdoor Recreation
- 724 - Healthy Lifestyle
- 802 - Human Development and Family Well-Being
- 806 - Youth Development

Outcome #3

1. Outcome Target

Conduct community service or outreach

2. Outcome Type : Change in Action Outcome Measure

2010 : 560 **2011 :** 655 **2012 :** 685 **2013 :** 735 **2014 :** 785

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

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

Outcome #4

1. Outcome Target

Conduct community service or outreach using science and technology skills

2. Outcome Type : Change in Action Outcome Measure

2010 :30 **2011 :**50 **2012 :**100 **2013 :**100 **2014 :**100

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 724 - Healthy Lifestyle
- 806 - Youth Development

Outcome #5

1. Outcome Target

Create learning opportunities based on principles of positive human development

2. Outcome Type : Change in Action Outcome Measure

2010 :1400 **2011 :**1400 **2012 :**1400 **2013 :**1400 **2014 :**1400

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 802 - Human Development and Family Well-Being
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

Outcome #6

1. Outcome Target

Create learning opportunities that are safe and empowering

2. Outcome Type : Change in Action Outcome Measure

2010 :150 **2011 :**150 **2012 :**150 **2013 :**150 **2014 :**150

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 802 - Human Development and Family Well-Being
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities
- 805 - Community Institutions, Health, and Social Services

Outcome #7

1. Outcome Target

Develop a financial plan

2. Outcome Type : Change in Action Outcome Measure

2010 :353 **2011 :**350 **2012 :**350 **2013 :**350 **2014 :**350

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 801 - Individual and Family Resource Management

Outcome #8**1. Outcome Target**

Develop skills that promote healthy relationships

2. Outcome Type : Change in Action Outcome Measure

2010 :650

2011 : 650

2012 : 650

2013 :650

2014 :650

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 724 - Healthy Lifestyle
- 806 - Youth Development

Outcome #9**1. Outcome Target**

Engage positively in their community

2. Outcome Type : Change in Action Outcome Measure

2010 :920

2011 : 970

2012 : 1020

2013 :1020

2014 :1020

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

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

Outcome #10**1. Outcome Target**

Identify and solve problems using science and technology skills

2. Outcome Type : Change in Action Outcome Measure

2010 :30

2011 : 50

2012 : 100

2013 :100

2014 :100

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities
- 806 - Youth Development

Outcome #11**1. Outcome Target**

Increase capacity to achieve goals

2. Outcome Type : Change in Action Outcome Measure

2010 :125 **2011** : 150 **2012** : 200 **2013** 200 **2014** :200

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 134 - Outdoor Recreation
- 802 - Human Development and Family Well-Being
- 806 - Youth Development

Outcome #12

1. Outcome Target

Increase capacity to establish goals or make decisions

2. Outcome Type : Change in Action Outcome Measure

2010 200 **2011** : 200 **2012** : 200 **2013** 200 **2014** :200

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 134 - Outdoor Recreation
- 802 - Human Development and Family Well-Being
- 806 - Youth Development

Outcome #13

1. Outcome Target

Integrate regular physical activity into daily life

2. Outcome Type : Change in Action Outcome Measure

2010 300 **2011** : 365 **2012** : 435 **2013** 485 **2014** :535

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 134 - Outdoor Recreation
- 724 - Healthy Lifestyle
- 806 - Youth Development

Outcome #14

1. Outcome Target

Make better decisions regarding healthy lifestyle

2. Outcome Type : Change in Action Outcome Measure

2010 :1770 **2011** : 1815 **2012** : 1885 **2013** :1935 **2014** :1985

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 724 - Healthy Lifestyle
- 806 - Youth Development

Outcome #15

1. Outcome Target

Operate equipment safely

2. Outcome Type : Change in Action Outcome Measure

2010 50 **2011** : 50 **2012** : 50 **2013** 50 **2014** :50

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 134 - Outdoor Recreation
- 724 - Healthy Lifestyle
- 806 - Youth Development

Outcome #16

1. Outcome Target

Take leadership role

2. Outcome Type : Change in Action Outcome Measure

2010 30 **2011** : 35 **2012** : 40 **2013** 45 **2014** :45

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 134 - Outdoor Recreation
- 724 - Healthy Lifestyle

Outcome #17

1. Outcome Target

Use clear and effective communication skills

2. Outcome Type : Change in Action Outcome Measure

2010 250 **2011** : 275 **2012** : 300 **2013** 300 **2014** :300

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 134 - Outdoor Recreation
- 724 - Healthy Lifestyle
- 806 - Youth Development

Outcome #18

1. Outcome Target

Use new technologies

2. Outcome Type : Change in Action Outcome Measure

2010 :30 **2011** : 50 **2012** : 100 **2013** :100 **2014** :100

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 133 - Pollution Prevention and Mitigation
- 134 - Outdoor Recreation
- 724 - Healthy Lifestyle
- 801 - Individual and Family Resource Management
- 802 - Human Development and Family Well-Being
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities
- 805 - Community Institutions, Health, and Social Services
- 806 - Youth Development

Outcome #19

1. Outcome Target

Work effectively with diverse groups

2. Outcome Type : Change in Action Outcome Measure

2010 :272 **2011** : 274 **2012** : 276 **2013** :278 **2014** :278

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 134 - Outdoor Recreation
- 724 - Healthy Lifestyle
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities
- 805 - Community Institutions, Health, and Social Services
- 806 - Youth Development

Outcome #20

1. Outcome Target

Work productively in a team

2. Outcome Type : Change in Action Outcome Measure

2010 :430 **2011** : 520 **2012** : 570 **2013** :595 **2014** :620

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 134 - Outdoor Recreation
- 724 - Healthy Lifestyle
- 802 - Human Development and Family Well-Being
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities
- 806 - Youth Development

Outcome #21

1. Outcome Target

Promote healthy relationships

2. Outcome Type : Change in Action Outcome Measure

2010 :550 **2011** : 600 **2012** : 650 **2013** :700 **2014** :750

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 802 - Human Development and Family Well-Being
- 805 - Community Institutions, Health, and Social Services
- 806 - Youth Development

Outcome #22

1. Outcome Target

Adopt record-keeping system

2. Outcome Type : Change in Action Outcome Measure

2010 :260 **2011** : 300 **2012** : 350 **2013** :400 **2014** :450

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 133 - Pollution Prevention and Mitigation
- 801 - Individual and Family Resource Management
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities
- 805 - Community Institutions, Health, and Social Services

Outcome #23

1. Outcome Target

Dollars saved

2. Outcome Type : Change in Action Outcome Measure

2010 :4500 **2011** : 5000 **2012** : 5500 **2013** : 6000 **2014** :6000

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 133 - Pollution Prevention and Mitigation

- 801 - Individual and Family Resource Management
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities
- 805 - Community Institutions, Health, and Social Services

Outcome #24

1. Outcome Target

Increase consumption of locally grown food

2. Outcome Type : Change in Action Outcome Measure

2010 :120 **2011** : 150 **2012** : 200 **2013** 300 **2014** :400

3. Associated Institute Type(s)

- 1862 Extension

4. Associated Knowledge Area(s)

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

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

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

1. Evaluation Studies Planned

- Comparisons between program participants (individuals,group,organizations) and non-participants
- Retrospective (post program)
- During (during program)

Description

Intentions for short-term evaluation: Retrospective evaluation, surveys, skill competencies and demonstrations.
Intentions for medium-term evaluation: Life skills wheel data, project records, skill applications.
Intentions for long-term evaluation: Portfolios, 4-H stories, interviews of youth and adults.

2. Data Collection Methods

- Observation
- Mail
- Other (Email/Web Surveys)
- On-Site
- Structured

Description

V(A). Planned Program (Summary)

Program #18

1. Name of the Planned Program

Administrative Plan of Work; Planning and Supervision

2. Brief summary about Planned Program

Inputs related to administrative contributions to the University of Maine Cooperative Extension Plan of Work.

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

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

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

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

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
902	Administration of Projects and Programs	100%		100%	
	Total	100%		100%	

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

1. Situation and priorities

2. Scope of the Program

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

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

1. Assumptions made for the Program

2. Ultimate goal(s) of this Program

•Protect and enhance Maine's natural resources and environment through sustainable stewardship.

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
2010	9.1	0.0	0.3	0.0
2011	9.0	0.0	0.4	0.0
2012	8.7	0.0	0.4	0.0
2013	8.4	0.0	0.3	0.0
2014	8.4	0.0	0.3	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

- Eat Well Administration
- Eat Well Regional Management
- General Administrative Activities
- Maine Agricultural Center
- Maine Planning and Reporting System
- Plan of Work Oversight and Supervision

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"> • Other 2 (Staff Training) • Other 1 (Supervision) 	<ul style="list-style-type: none"> • Other 1 (External Staff Development)

3. Description of targeted audience

- Extension - all staff (Adult)
- Extension Faculty (Adult)
- Extension Professionals (Adult)
- Nutrition Associates (Adult)

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
2010	158	8	0	0
2011	150	0	0	0
2012	150	0	0	0
2013	150	0	0	0
2014	150	0	0	0

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

Expected Patent Applications

2010 :0 2011 :0 2012 :0 2013 :0 2014 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	0	0	0

V(H). State Defined Outputs

1. Output Target

- Multiple-undefined delivery method

2010 :15 2011 :15 2012 :15 2013 :15 2014 :15

V(I). State Defined Outcome

O. No	Outcome Name
1	Planning and Reporting Compliance

Outcome #1

1. Outcome Target

Planning and Reporting Compliance

2. Outcome Type : Change in Knowledge Outcome Measure

2010 : 0	2011 : 0	2012 : 0	2013 : 0	2014 : 0
-----------------	-----------------	-----------------	-----------------	-----------------

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 902 - Administration of Projects and Programs

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

- Economy
- Appropriations changes

Description

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

1. Evaluation Studies Planned

- Other (Merit Review Process)

Description

2. Data Collection Methods

- Other (Performance Reviews; Facilitate)

Description

V(A). Planned Program (Summary)

Program #19

1. Name of the Planned Program

Aging Lifestyles

2. Brief summary about Planned Program

Maine's population has an increasing proportion of those aged 65 or older, and more than 50 percent of elders live in rural areas, limiting their access to social services and other assistance. Many elders rely on family members for assistance with daily living, many of whom must take time off work to do so. Workshops for employers and employees will address workplace issues related to care of elders. Websites will be developed to provide access to elder care information and about available resources and services. By collaborating with others, UMaine Extension will work to create the safe and supportive communities and physical environments required to promote healthy aging in Maine.

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

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

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

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

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
607	Consumer Economics	10%		10%	
608	Community Resource Planning and Development	10%		10%	
723	Hazards to Human Health and Safety	10%		10%	
724	Healthy Lifestyle	10%		10%	
801	Individual and Family Resource Management	10%		10%	
802	Human Development and Family Well-Being	10%		10%	
803	Sociological and Technological Change Affecting Individuals, Families and Communities	10%		10%	
805	Community Institutions, Health, and Social Services	10%		10%	
901	Program and Project Design, and Statistics	10%		10%	
903	Communication, Education, and Information Delivery	10%		10%	
	Total	100%		100%	

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

1. Situation and priorities

Elder Caregiving: A survey of Maine citizens found that (1) over 60 percent of employers were either somewhat or very supportive of employees needing time off to help an older family member, but only 11 percent of caregivers reported that they routinely took time off; (2) most people would turn to family, friends, or a doctor for help with an older family member before turning to the Department of Human Services, Area Agency on Aging, or home health agency; (3) forty-seven percent of respondents routinely helped an older family member, most frequently assisting with shopping, errands, bills, and doctors appointments, as well as house or yard work; (4) thirty-four percent of the respondents had used home care services.[i]

Retirement and Planning: Results of a 2001 survey indicated that 30 percent of the employers of workers surveyed did not contribute to an employee retirement plan. [ii] It is reported that average American households have accumulated less than \$1,000 in net financial assets and less than \$35,000 in net worth. [iii] In addition, the annual Retirement Confidence Survey for 2003 found that three out of ten workers (29 percent) have not saved for retirement.[iv]

Independent Living: When surveyed as to the most important thing the state could do to help older people live more independently, Maine people identified the following: improved assisted living or home care options; lower taxes; better public

transportation; lower drug costs; financial assistance; affordable medical care; and better and more affordable housing options.
[v]

Health and Wellness: The U.S. Administration on Aging is focusing on lifestyle choices that will reduce physical limitations associated with illness, disease and unhealthy lifestyles. Prevention strategies such as access to health screenings, physical activity and nutrition programs, mental health programs, and routine immunizations will be emphasized. [vi] Of those people receiving long-term care assessments, the top ten health problems reported were hypertension, dementia, arthritis, other cardiovascular disease, depression, allergies, congestive heart failure, diabetes mellitus, cerebrovascular accident, and emphysema.[vii]

[i] Bureau of Elder and Adult Services, "Maine Development Foundation 2001 Survey of Maine Citizens," http://www.state.me.us/dhs/beas/survey/00_01survey/2001_survey.htm (accessed August 2002, July 2004, May 2006).

[ii] Bureau of Elder and Adult Services, "2001 Survey of Maine Citizens."

[iii] CSREES, USDA, National Extension Money Management, \$ (Financial) Security Later in Life (July, 2000), 3.

[iv] Employee Benefit, Research Institute, Retirement Confidence Survey, "The 2003 Retirement Confidence Survey Summary of Findings," <http://www.ebri.org/> (accessed May 2006).

[v] Bureau of Elder and Adult Services, "2001 Survey of Maine Citizens."

[vi] Administration on Aging, Elders and Families, "Promoting Healthy Lifestyles," http://www.aoa.gov/eldfam/healthy_lifestyles/hl_hd.asp (accessed May 2006).

[vii] Maine Bureau of Elder and Adult Services, Department of Human Services, "2004 State Plan on Aging, October 1, 2000 - September 30," http://www.maine.gov/dhhs/beas/stateplan/2005/plan_2004_2008.htm (accessed May 2006).

2. Scope of the Program

- Integrated Research and Extension
- In-State Extension

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

1. Assumptions made for the Program

While aging is something we all do, every day, we may define "old" in different ways. Definitions include: chronological age, stage of life, or the function someone performs in everyday life. Aging issues include the lifestyles and needs of the following groups:

- .. Pre-retirees or "mature adults": approximately 45 or 50 to 64 years of age
- .. Younger retirees or the "young old": generally in the 65- to 74-year-old range
- .. Older retirees or the "old": 75 to 84 years of age
- .. Very old retirees or the "old, old": 85 years of age or older
- .. Formal and informal or family caregivers: adults of any age who are providing support or care to another adult, usually someone in the "young old" through "old, old" age range
- .. Relatives and grandparents raising children: individuals who are caring for a child or children of their own adult children or other adult family member

There are 183,402 persons age 65 or older living in Maine. They make up 14.4 percent of the state's population: an increase of 11 percent since 1990 and 23 percent since 1980.[i] Ten percent of Maine people age 65 and older had incomes below the federal poverty level. Generally, the income of Maine elders tends to be lower than elders nationally and is often fixed, making access to goods and services more difficult.[ii] Maine ranks second nationwide for percentage of residents age 65 and older living in rural areas-55.8 percent compared to 21.7 percent nationally. This further limits access to needed goods and services.

[i] Bureau of Elder and Adult Services, Department of Human Services, "A Profile of Maine's Older Population," <http://www.state.me.us/dhs/beas/profile/> (accessed July 2004).

[ii] Mills, Dora Anne, Healthy Maine 2011 - Opportunities for All, (Maine Department of Human Services, Bureau of Health, 2002), 38.

2. Ultimate goal(s) of this Program

- .. Improve the lives of Maine citizens through positive human development, healthy lifestyles and nutrition, and lifelong wellness.

- Increase the economic and social viability and sustainability of Maine communities.

V(E). Planned Program (Inputs)

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

Year	Extension		Research	
	1862	1890	1862	1890
2010	0.3	0.0	0.1	0.0
2011	0.3	0.0	0.1	0.0
2012	0.3	0.0	0.1	0.0
2013	0.3	0.0	0.1	0.0
2014	0.3	0.0	0.1	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

- Aging Initiatives Web Site Pages
- Aging or Elder Care Related (fact sheet)
- Aging or Elder Care Related (refereed journal article)
- Preparing for Elder Care Employer/Employee Project

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"> ● Workshop ● Other 1 (Collaborative or Cooperative Eff) 	<ul style="list-style-type: none"> ● Other 1 (Publication) ● Web sites ● Other 2 (Publication - refereed journal a)

3. Description of targeted audience

- Employees (Adult)
- Employers (Adult)
- General Public (Adult)
- Social Service Providers (Adult)

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

Year	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
	Target	Target	Target	Target
2010	42	275	0	0
2011	42	275	0	0
2012	42	275	0	0
2013	42	275	0	0
2014	42	275	0	0

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

Expected Patent Applications

2010 :0 2011 :0 2012 :0 2013 :0 2014 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2010	0	0	0
2011	0	0	0
2012	0	0	0
2013	0	0	0
2014	0	0	0

V(H). State Defined Outputs

1. Output Target

- Direct - Collaborative or Cooperative Effort

2010 :1 2011 :1 2012 :1 2013 :1 2014 :1

- Indirect - Media and Internet

2010 :5 2011 :5 2012 :5 2013 :5 2014 :5

- Indirect - Professional, Peer-reviewed, or Refereed, Scholarship

2010 :1 2011 :1 2012 :1 2013 :1 2014 :1

- Indirect - Publication in the Popular Media

2010 :1 2011 :1 2012 :1 2013 :1 2014 :1

V(I). State Defined Outcome

O. No	Outcome Name
1	Balance roles, responsibilities, and stress
2	Care for and nurture others
3	Evaluate and analyze existing employer policies or practices
4	Prepare legal documents related to personal care, health care and end-of-life issues
5	Use programs and services that support independent living
6	Use relevant UMaine Extension web-based resources

Outcome #1

1. Outcome Target

Balance roles, responsibilities, and stress

2. Outcome Type : Change in Action Outcome Measure

2010 5 **2011** : 5 **2012** : 5 **2013** 5 **2014** :5

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 724 - Healthy Lifestyle
- 802 - Human Development and Family Well-Being
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

Outcome #2

1. Outcome Target

Care for and nurture others

2. Outcome Type : Change in Action Outcome Measure

2010 5 **2011** : 5 **2012** : 5 **2013** 5 **2014** :5

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 724 - Healthy Lifestyle
- 802 - Human Development and Family Well-Being
- 803 - Sociological and Technological Change Affecting Individuals, Families and Communities

Outcome #3

1. Outcome Target

Evaluate and analyze existing employer policies or practices

2. Outcome Type : Change in Action Outcome Measure

2010 2 **2011** : 2 **2012** : 2 **2013** 2 **2014** :2

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 607 - Consumer Economics
- 608 - Community Resource Planning and Development
- 801 - Individual and Family Resource Management
- 805 - Community Institutions, Health, and Social Services
- 901 - Program and Project Design, and Statistics

Outcome #4

1. Outcome Target

Prepare legal documents related to personal care, health care and end-of-life issues

2. Outcome Type : Change in Action Outcome Measure

2010 5 2011 : 5 2012 : 5 2013 5 2014 :5

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 607 - Consumer Economics
- 801 - Individual and Family Resource Management

Outcome #5

1. Outcome Target

Use programs and services that support independent living

2. Outcome Type : Change in Action Outcome Measure

2010 5 2011 : 5 2012 : 5 2013 5 2014 :5

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 608 - Community Resource Planning and Development
- 802 - Human Development and Family Well-Being
- 805 - Community Institutions, Health, and Social Services

Outcome #6

1. Outcome Target

Use relevant UMaine Extension web-based resources

2. Outcome Type : Change in Action Outcome Measure

2010 300 2011 : 300 2012 : 300 2013 300 2014 :300

3. Associated Institute Type(s)

•1862 Extension

4. Associated Knowledge Area(s)

- 724 - Healthy Lifestyle
- 802 - Human Development and Family Well-Being
- 901 - Program and Project Design, and Statistics
- 903 - Communication, Education, and Information Delivery

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

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

Description

{NO DATA ENTERED}

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

1. Evaluation Studies Planned

- Retrospective (post program)
- Time series (multiple points before and after program)
- Before-After (before and after program)
- During (during program)

Description

A short-term evaluation will document activities and project outcomes or products using meeting notes, end or educational program evaluations, researcher/educator observation, and researcher/educator journal.

A mid-term evaluation will document changes in employer/employee engagement, practice, decision-making approach, and social action within the "community of interest."

A long-term evaluation will investigate the impact of changes in social, civic, organizational, economic, and environmental conditions using, but not limited to, retrospective evaluation techniques.

2. Data Collection Methods

- Observation
- Structured
- Journals
- Other (Email/Web surveys)
- On-Site

Description

{NO DATA ENTERED}