

# 2013 Alcorn State University Combined Research and Extension Annual Report of Accomplishments and Results

**Status: Accepted**  
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## I. Report Overview

### 1. Executive Summary

Alcorn State University Extension Program (ASUEP) has implemented a comprehensive organizational joint process with research and educational counterparts. This process simplified efforts with a positive long-term affect in accomplishments, which were identified, evaluated, and assigned appropriate accountability and monitoring strategies.

The Alcorn State University state-level extension and research staff consists researchers who conduct studies to address relevant issues and situations facing the state's limited- resource citizens and designed to address issues relevant to specific geographic areas of the state. Extension specialists draw upon research-based information to design, develop, and implement educational programs that deliver new knowledge to limited-resource audiences across the state. At the county level, Extension Program Area staff design and implement educational programs, events, and activities that make possible for limited-resource audiences obtain and apply new research-based information and gain new skills. Many of the research and education programs are tested and supported by the Model Farm on the Alcorn State University campus, two off-campus demonstration centers located in Mound Bayou and Preston, and the Natchez Farmers Market located in Natchez, MS.

The four main program areas include the following: 1) Global Food Security and Hunger, 2) 4-H and Youth: Nutrition, Health, Fitness, and Wellness, 3) Small Family Farm and Marketing, and 4) Community Resource Development and Economic Planning. These planned programs represent those areas with the greatest need as identified by community partnership, environmental scan, researches and Extension staff. Stakeholders' input from limited-resource audiences in the Delta, Coastal and Capital River targeted regions of Mississippi was considered in reducing the number of planned programs from seven to the five above mentioned.

Area educators, specialists, faculty, middle managers, and administrators from Extension, Research, and Teaching were involved in the design, implementation, and evaluation of educational programs, events and activities

#### Total Actual Amount of professional FTEs/SYs for this State

Year: 2013	Extension		Research	
	1862	1890	1862	1890
Plan	0.0	35.0	0.0	36.0
Actual	0.0	33.0	0.0	31.0

## II. Merit Review Process

### 1. The Merit Review Process that was Employed for this year

- Combined External and Internal University Panel
- Combined External and Internal University External Non-University Panel
- Expert Peer Review

## **2. Brief Explanation**

The program development team established a merit review process to review the planned programs of the Plan of Work (POW). The internal review process determined the effectiveness in planning, implementation, and evaluation of the programs, which addressed high priority needs of limited- resource clientele. A six (6) member team conducted program reviews in selected counties. In 2013, five counties were selected for an internal county program review.

## **III. Stakeholder Input**

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

- Use of media to announce public meetings and listening sessions
- Targeted invitation to non-traditional stakeholder groups
- Targeted invitation to non-traditional stakeholder individuals
- Survey of traditional stakeholder groups
- Survey specifically with non-traditional groups
- Survey specifically with non-traditional individuals

#### **Brief explanation.**

The result of the county program review indicated that: (a) a need for continue outreach and training of new and current county advisory councils and executive board members; (b) the implementation new educational programs based on critical needs and issues identified in the environmental scanning process and from stakeholders' input; and (c) the need to include additional field and state staff in all planned program areas to address issues and needs in the counties.

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

#### **1. Method to identify individuals and groups**

- Use Advisory Committees
- Use External Focus Groups
- Open Listening Sessions
- Needs Assessments
- Use Surveys

#### **Brief explanation.**

Focus groups and issue planning teams provided valuable data that assisted ASUEP in developing a plan of action to address five issues in various communities. Data from the selected communities indicated the lack of youth activities, health/wellness education, support changes on sub-standard housing, personal and home financial management, education attainment opportunities, and workforce development. These issues ranked highest among the critical issues in the five counties selected by Alcorn 6-member team. In this report, themes were grouped into six major categories: jobs, education, health, human relations, community services, and environment.

**2(B). A brief statement of the process that was 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 the general public (open meeting advertised to all)
- Meeting specifically with non-traditional groups
- Survey specifically with non-traditional groups
- Meeting specifically with non-traditional individuals
- Survey specifically with non-traditional individuals
- Meeting with invited selected individuals from the general public

**Brief explanation.**

The information gathered in 2013 guided ASUEP's administration on how to efficiently use funds in the implementation of programs across counties. In addition, the information improved existing research programs and guided the development of new research. The administration used the information as a means to determine staffing needs and develop an action plan to address county issues.

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

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

**Brief explanation.**

Stakeholders' input defined the community issues and concerns. The result of community input focused on solutions that the community leaders would take ownership for based on their vested interest in a positive outcome. The challenge for some of the rural communities in Mississippi we worked with was the noticeable inability to move away from traditional conditions. Education and workforce preparation were essential in assisting rural communities to grow into functioning economic entities with the ability to survive, and thrive in the changing marketplace.

**Brief Explanation of what you learned from your Stakeholders**

There was a concern for educational reform to increase education of adults and integrate more families to an evolving technological society. Education was the derivation of creating a rural environment, which attracted and retained people with high human capital, reduced the rate of attrition of young people, and encouraged industries to invest in education of workforce and potential workers. As a result, improved job skills opportunities that meet the needs of potential jobs and eventually enhance the standard of living of rural residents. It was also important to develop educational programs to address health, obesity, and housing conditions. In collaboration with the Extension Program, other state and federal agencies should concentrate on the level of human

relations, community services and environmental issues.

The educational objectives were to plan, execute and evaluate learning experiences with locally identified needs that helped people to understand, and to acquire the essential skills for solving community problems.

IV. Expenditure Summary

<b>1. Total Actual Formula dollars Allocated (prepopulated from C-REEMS)</b>			
<b>Extension</b>		<b>Research</b>	
<b>Smith-Lever 3b &amp; 3c</b>	<b>1890 Extension</b>	<b>Hatch</b>	<b>Evans-Allen</b>
0	1832111	0	2318478

<b>2. Totaled Actual dollars from Planned Programs Inputs</b>				
<b>Extension</b>			<b>Research</b>	
	<b>Smith-Lever 3b &amp; 3c</b>	<b>1890 Extension</b>	<b>Hatch</b>	<b>Evans-Allen</b>
<b>Actual Formula</b>	0	1922440	0	2285529
<b>Actual Matching</b>	0	1922440	0	2285529
<b>Actual All Other</b>	0	0	0	0
<b>Total Actual Expended</b>	0	3844880	0	4571058

<b>3. Amount of Above Actual Formula Dollars Expended which comes from Carryover funds from previous</b>				
<b>Carryover</b>	0	0	0	0

**V. Planned Program Table of Content**

<b>S. No.</b>	<b>PROGRAM NAME</b>
1	Global Food Security and Hunger
2	Small Family Farm and Marketing
3	Youth, Family, Nutrition and Health, Fitness and Wellness
4	Food Safety
5	Community Resource Development and Economic Planning

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

**Program # 1**

**1. Name of the Planned Program**

Global Food Security and Hunger

Reporting on this Program

**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		16%		48%
205	Plant Management Systems		17%		35%
211	Insects, Mites, and Other Arthropods Affecting Plants		5%		17%
213	Weeds Affecting Plants		5%		0%
301	Reproductive Performance of Animals		10%		0%
302	Nutrient Utilization in Animals		10%		0%
303	Genetic Improvement of Animals		5%		0%
308	Improved Animal Products (Before Harvest)		5%		0%
311	Animal Diseases		10%		0%
501	New and Improved Food Processing Technologies		5%		0%
602	Business Management, Finance, and Taxation		5%		0%
603	Market Economics		7%		0%
	<b>Total</b>		100%		100%

**V(C). Planned Program (Inputs)**

**1. Actual amount of FTE/SYs expended this Program**

Year: 2013	Extension		Research	
	1862	1890	1862	1890
Plan	0.0	21.0	0.0	30.0
Actual Paid Professional	0.0	12.0	0.0	0.0
Actual Volunteer	0.0	0.0	0.0	0.0

**2. Actual dollars expended in this Program (includes Carryover Funds from previous years)**

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
0	1144091	0	2285529
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	1144091	0	2285529
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

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

**1. Brief description of the Activity**

The program will utilize an interdisciplinary team in agriculture to explore food insecurity issues and identify strategies to find solutions as a means of impacting the community through research and educational programs. Research in plant and animal production as well as in agricultural economics will be conducted to identify ways by which hunger and food insecurity can be alleviated and eventually eradicated. Research will be conducted by synthesizing existing knowledge and new findings in agricultural sciences. The educational program will provide a wide range of demonstrations, farm tours, group meetings, seminars, applied research, and one-to-one interventions. The indirect activities will include public service announcements, dissemination of newsletters, websites development, research publication reports, information sheets, and publications in scientific journals. These activities will be geared towards increased food production, availability, and access.

**2. Brief description of the target audience**

This program will be designed specifically for the limited-resource farmers and rural residents within the State of Mississippi. We hope to provide the farmers and residents in Mississippi with findings related to sustainable production, preservation and utilization of identified alternative crops.

**3. How was eXtension used?**

eXtension was not used in this program

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

2013	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Actual</b>	5723	4408	4046	459

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

Year: 2013  
 Actual: 0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

2013	Extension	Research	Total
Actual	1	3	4

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

**Output Target**

**Output #1**

**Output Measure**

- Development of research papers and publications on the findings of studies focusing on plant systems.

Year	Actual
2013	31

**Output #2**

**Output Measure**

- Conduct educational field days for limited-resource farm families on sustainable crop production practices.

Year	Actual
2013	7

**Output #3**

**Output Measure**

- Conduct educational tours for limited-resource farm families on sustainable crop production practices.

Year	Actual
2013	10

**Output #4**

**Output Measure**

- Conduct educational programs on sustainable horticulture production practices to limited-resources farm families.



<b>Year</b>	<b>Actual</b>
2013	10

**Output #5**

**Output Measure**

- Develop educational fact sheets on sustainable horticulture production practices to limited-resources farm families.

<b>Year</b>	<b>Actual</b>
2013	12

**Output #6**

**Output Measure**

- Conduct research projects on sustainable crop production practices.

<b>Year</b>	<b>Actual</b>
2013	6

**Output #7**

**Output Measure**

- Conduct educational workshop for limited-resource farm families on forest soil erosion/management.

<b>Year</b>	<b>Actual</b>
2013	6

**Output #8**

**Output Measure**

- Conduct educational demonstrations for limited-resource farm families on best management practices and best available technologies for livestock production.

<b>Year</b>	<b>Actual</b>
2013	0

**Output #9**

**Output Measure**

- Conduct educational programs, activities or events on forage production practices for limited-resource farm families

<b>Year</b>	<b>Actual</b>
2013	0

**Output #10**

**Output Measure**

- Conduct educational programs, activities or events to improve herd genetics for limited-resource farm families.

<b>Year</b>	<b>Actual</b>
2013	0

**Output #11**

**Output Measure**

- Conduct educational programs, activities or events on pastured livestock production practices for limited- resource farm families.

<b>Year</b>	<b>Actual</b>
2013	0

**Output #12**

**Output Measure**

- Conduct educational programs, activities or events on reproduction performance, nutrient utilization in animals to decrease livestock production cost for limited-resource farm families.

<b>Year</b>	<b>Actual</b>
2013	0

**Output #13**

**Output Measure**

- Conduct educational programs, activities or events on alternative livestock production practices for limited- resource farm families.

<b>Year</b>	<b>Actual</b>
2013	0

**Output #14**

**Output Measure**

- Develop research publications related to animal/meat production.

<b>Year</b>	<b>Actual</b>
2013	0

**Output #15**

**Output Measure**

- Develop research based reader friendly pamphlets and fact sheets on livestock production for Extension educators and farm families.

<b>Year</b>	<b>Actual</b>
2013	0

**Output #16**

**Output Measure**

- Develop M.S. thesis on animal production systems.

<b>Year</b>	<b>Actual</b>
2013	0

**Output #17**

**Output Measure**

- Conduct educational programs and demonstrations on alternative crop production.

<b>Year</b>	<b>Actual</b>
2013	12

**Output #18**

**Output Measure**

- Conduct educational programs and demonstrations on community and container gardening.

<b>Year</b>	<b>Actual</b>
2013	10

**Output #19**

**Output Measure**

- Conduct educational programs of food safety and sanitation practices.

<b>Year</b>	<b>Actual</b>
2013	7

**V(G). State Defined Outcomes**

**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	Increase number of program participants to adopt integrated nutrient management to increase crop production.
2	Increase number of program participants to utilize integrated pest management to improve the quality of vegetable production.
3	Increase number of producers to adopt new crop systems to improve crop yield and quality.
4	Increase number of participants to improve product handling and sanitation.
5	Increase number of participants to use recommended cultivar and other production practices to enhance productivity and profitability.
6	Increase number of program participants to improve production livestock production efficiency through best management practices.
7	Increase number of producers that will improve pasture grass fed to livestock.
8	Increase number of farmers to utilize artificial insemination and/or embryo transfer to decrease the need to purchase quality male animals and improve herd genetics.
9	Increase number of farmers to adopt pasture or alternative livestock systems as an alternative enterprise.
10	Increase the number of communities establishing community and container gardens to increase the availability of fresh and locally grown produce.

## **Outcome #1**

### **1. Outcome Measures**

Increase number of program participants to adopt integrated nutrient management to increase crop production.

### **2. Associated Institution Types**

- 1890 Extension
- 1890 Research

### **3a. Outcome Type:**

Change in Action Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	500

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

Plant nutrients must be added continually to most soils for higher yields from intensive cultivation; however, they must be applied with caution. Fertilizer additions (to supplement the nutrient-supplying power of soils) must be calculated to replace the soil nutrient loss and also to assess fertilizer efficiency. Correctly predicting fertilizer requirements for certain crop on a certain soil is a complex problem. Excessive amounts of fertilizers get into the environment by miscalculating how much material to apply. Therefore, soil tests must be used to determine which nutrients are deficient and by how much for evaluating/correcting or avoiding problems. Thus, it is essential to educate producers on specific soil management and cropping systems of the tested soil for achieving efficient production of crops and solving problems of plant nutrient deficiencies or toxicities.

#### **What has been done**

Chemical soil analysis is a valuable diagnostic technique for helping to control, manage and provide answers to complex the nutritional problems. Obtaining and analyzing soil sample that represent the area to be used in production will ensure the correct application of the right amount of nutrient need for the crop. Therefore, ten workshops on proper soil sampling techniques, effects of fertilizer application for vegetable production were conducted for limited-resource farmers at various extension programming activities. A total of 500 hundred farmers and youth attended the events. Participants were educated on the importance of soil testing as important management practice for fertilizer application and cropping system of the tested soil.

#### **Results**

Questionnaire conducted after the workshops indicated that 87% percent of the participants conducted soil test before planting their crops this growing season. The questionnaire also indicated that 92% of the participants who conducted soil test applied the recommended amount

of nutrients based on the soil test results.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
102	Soil, Plant, Water, Nutrient Relationships

#### Outcome #2

##### 1. Outcome Measures

Increase number of program participants to utilize integrated pest management to improve the quality of vegetable production.

##### 2. Associated Institution Types

- 1890 Extension
- 1890 Research

##### 3a. Outcome Type:

Change in Action Outcome Measure

##### 3b. Quantitative Outcome

Year	Actual
2013	350

##### 3c. Qualitative Outcome or Impact Statement

###### **Issue (Who cares and Why)**

Most vegetable farmers rely heavily on spraying pesticides to reduce the damage from pests and diseases. Maintaining high level of agricultural productivity and profitability while reducing synthetic chemical pesticide use, presents a significant challenge. Therefore, proper care and maintenance of agricultural productivity requires knowledge that emphasize not only cultural and biological controls as the main defense against pests but include the judicious use of synthetic chemical pesticides. This knowledge begins with Integrated Pest Management (IPM.) IPM is a combined approach of crop management to solve ecological problems when applied in agriculture. A key need for IPM development and adoption is to create public awareness and understanding of IPM, including health, environmental, and economic impacts through education programs. Therefore, outreach was focused on educating farmers on the principles and practices of IPM.

###### **What has been done**

Seven hands-on training workshops on IPM were conducted for our target audience at Alcorn State University demonstration centers located in Mound Bayou, Preston, Marks, and Lorman and also at participating farmer's fields. Three hundred and fifty (350) farmers and youths attended the training workshops. The trainings utilized the IPM training materials developed through the need assessment questionnaires. The training material contained information on

systems approach to IPM practices such as biological, cultural, chemical, physical/mechanical and promotion of biodiversity. The training materials also included strategies for building and maintaining soil fertility, organic pest management, cover cropping and crop rotation. Thus, participants were trained on different pest monitoring techniques, the use of beneficial insects, cultural, mechanical/physical control methods and the use of low impact pesticides. Participants were also educated on the use of cover cropping and crop rotation as weed control measures and also as means of maintaining soil fertility.

**Results**

Results from the questionnaire survey administered at the training workshops revealed that 90% of the participants anticipate taking action or making changes on their pest management program based on the information received from the training workshops. The results also indicated that majority of the framers anticipate adopting IPM practices based on the training workshops and 83%- use cover crop and crop rotation to maintain soil fertility and weed control measures.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
102	Soil, Plant, Water, Nutrient Relationships
205	Plant Management Systems
211	Insects, Mites, and Other Arthropods Affecting Plants

**Outcome #3**

**1. Outcome Measures**

Increase number of producers to adopt new crop systems to improve crop yield and quality.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	850

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Crop production is a complex operation. It success depends on adapting to new and improved cropping systems that will manage production inputs to production quality crops. Vegetable crops can be produced from a very small parcel of land if the producer is able to make the right decision

in terms of selecting and managing the appropriate production inputs. Many diseases and other pests that affect horticultural crops are results of cropping systems used. Therefore, producers must be introduced to new crop varieties and cropping systems that are adapted to new production technology. Hence, farmers need to be educated on the system of crop production that allows the planting of different crops in a given field every year or every other year. This scheme of crop rotation permits crops to retain water and soil and tend to rebuild the soil countering losses incurred when crops occupied the land. Many diseases and other pests that affect horticultural crops are a result of the cropping system used.

**What has been done**

Monoculture encourages a large buildup of diseases and insect. Limited-resource farmers reported loss of income opportunities due to the current mono cropping and crop maintenance systems being practiced on their farms. The impact of different sustainable production practices were compared with the current conventional production practices at the demonstration centers. Hence, during our field days conducted by ASUEP in Preston, Lorman, Port Gibson and Mound bayou five hundred (850) farmers were educated on modern production techniques such as crop rotation; cover cropping, mulching, tillage practices and different pest application methods.

**Results**

Response from the survey conducted after the workshops indicated that 88% of the participants indicated that they anticipate adopting sustainable farming systems based on the training workshops while 72% indicated that they have adopted the use cover crop and crop rotation to maintain soil fertility and weed control measures their farming operations.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
102	Soil, Plant, Water, Nutrient Relationships
205	Plant Management Systems

**Outcome #4**

**1. Outcome Measures**

Increase number of participants to improve product handling and sanitation.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Actual
2013	670



### 3c. Qualitative Outcome or Impact Statement

#### Issue (Who cares and Why)

A sanitation program is as good as the attitude, willingness, and efforts of people. The importance of proper postharvest handling techniques for horticultural crops is vital. Concerns about food safety when handling fresh fruits and vegetables have increased over the past decade that is why the most important aspect of a sanitation program is ongoing farming operation. It is essential that everyone concerned in the food system accept the full meaning of sanitation and its wide economic scope. Therefore, producers must be trained on Best Management Production that includes appropriate sanitation principles, product-handling practices, manufacturing controls, and personal hygiene practices.

#### What has been done

Eight workshops on quality control, sanitation, post-harvest handling and crop proper production practices were conducted at the Alcorn state University Vegetable Processing facility located in Marks MS and during other ASUEP programming activities. A total of six hundred and seventy (670) farmers attended the workshops. In addition, farmers were also educated on environmental factors such as soil type, temperature, frost, and rainy weather at harvest because the aforementioned factors can have an adverse effect on storage life and quality of the produced.

#### Results

Results of the questionnaire conducted after the workshops indicated that majority (80%) of participants have adopted product handling and sanitation technology and sustainable farming operations on their farms.

### 4. Associated Knowledge Areas

KA Code	Knowledge Area
102	Soil, Plant, Water, Nutrient Relationships
205	Plant Management Systems
501	New and Improved Food Processing Technologies

### Outcome #5

#### 1. Outcome Measures

Increase number of participants to use recommended cultivar and other production practices to enhance productivity and profitability.

#### 2. Associated Institution Types

- 1890 Extension
- 1890 Research

#### 3a. Outcome Type:

Change in Action Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	625

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Each year, thousands of new vegetable cultivars are released from seed companies and public research institutions around the world. These new cultivars provide the potential for increased yields, quality and pest resistance. At the same time, changing production practices, pest pressures, economic conditions and environmental constraints alter the performance requirements of vegetable cultivars. Cultivars which were once the industry standard soon becomes obsolete due to these rapid changes.. Thus, farmers need to be educated on sustainable methods of vegetable production techniques in other to produce quality vegetable crop.

**What has been done**

Vegetable trials studies have been conducted at the Alcorn Experiment Station and other off-campus Extension/Research Centers in an effort to identify vegetables with high income potential that will adapt to the region. To assist small farmers make better crop choices on their farms five workshops and three on-hand training activities were conducted at the research and demonstration farms located in Lorman, Preston and Mound Bayou and farmers' fields during extension programming activities. The workshops were used to educate 625 farmers including youths on proper crop selection and different production practices (cultivar, fertilizer and irrigation rates, planting densities, and pest control programs).

**Results**

Questionnaire after the workshops indicated that approximately 88% of the participants that attended the workshops are now making better crop choices by purchasing and planting recommended varieties.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
102	Soil, Plant, Water, Nutrient Relationships
205	Plant Management Systems
501	New and Improved Food Processing Technologies

**Outcome #6**

**1. Outcome Measures**

Increase number of program participants to improve production livestock production efficiency through best management practices.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Actual
2013	425

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Producers often are reluctant to apply new technology that will improve their operation; this is because they are accustomed to and feel more comfortable in doing and using practices that they have used over the years. Pasture-raised animals can add quality to animals that create niche markets for pasture-raised animals. Small Producers often times don't understand or don't use best management practices (BMPs) as a land management strategies that prevent or reduce the movement of sediment, nutrients, pesticides and other pollutants from the land to surface or groundwater. BMPs are designed to protect water quality from potential adverse effects of land management practices from all locations within a watershed. Producers should use best management practices that include soil and water conservation practices, other management techniques and social actions developed for a particular region as effective and practical tools for environmental protection.

**What has been done**

Knowledge of best management practices of management, nutrition, herd health, and reproductive performance was presented and taught to producers during field days, personal contacts, bulletins and demonstrations. 425 producers and potential producers received educational programming through six (6) workshops and (4) seminars on Rotational grazing, Best Management Practices, Reproductive performance and Forage Requirements.

**Results**

Two hundred sixty-five limited resource producers indicated they were using rotational grazing and following BMP guidelines in their operation. Sixty percent of producers indicated that rotational grazing and BMPs would be implemented in to their farming plan. Sixty percent of producers indicated interest in applying the techniques learned through activities. Limited resource producers used some best management practices that increased the quality of animals raised and has seen some economic benefits. One hundred fifty five limited resource producers and farm families were documented to have adapted new management techniques.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
301	Reproductive Performance of Animals
302	Nutrient Utilization in Animals

303	Genetic Improvement of Animals
308	Improved Animal Products (Before Harvest)
311	Animal Diseases

**Outcome #7**

**1. Outcome Measures**

Increase number of producers that will improve pasture grass fed to livestock.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Actual
2013	326

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Limited resource producers often times lack the resources and knowledge to improve pastures. Soil test are very seldom used to determine the needs of the soil in order to grow quality pastures. Weed control is not applied and weeds compete with grasses and want allow the livestock to have good grazing conditions.

**What has been done**

Through collaborative efforts of ASU-EP, MSU-ES & NRCS we were able to implement a Grazing Conference, educational Field?s Day along with a tour of conservation practices used to enhance livestock production. Technical assistance and information on winter/spring pastures, herd health, forage management, and nutrient requirements were provide to participants

**Results**

After evaluation of grazing conference, field?s day and tour, 60% of participants indicated that they were using these practices or had plans to implement practices on their farms in the future. Through these efforts 326 producers gained knowledge and training on forage management, weed control, and nutrient importance of pasture grasses.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
205	Plant Management Systems

308 Improved Animal Products (Before Harvest)

**Outcome #8**

**1. Outcome Measures**

Increase number of farmers to utilize artificial insemination and/or embryo transfer to decrease the need to purchase quality male animals and improve herd genetics.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Actual
2013	542

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Producers often have inferior herd genetics from the lack of quality breeding stock. The knowledge and resources to improve genetics have not been applied to livestock operations which lead to poor animals for market. Most producers have not planned nor have the resources for the breeding season that should include typical management activities such as making sure that bulls, bucks and boars are in adequate body condition and have passed a breeding soundness exam well in advance of the breeding season. Small producers often times don't have the resources and knowledge to make decision using artificial insemination that will excel in traits that the producer needs- high weaning, exceptional carcass quality and good maternal characteristics.

**What has been done**

Training/demonstrations with artificial insemination being the focus was conducted in which producers attended and gain knowledge and training on artificial insemination/estrus synchronization and best management practices. Swine producers through Pork Producers Field's Day were informed of the importance of improving genetics to meet market demands. Information on genetics improvement was disseminated to limited resource producers and farm families.

**Results**

Through evaluation and farm visits, three new cattle producers were using artificial insemination as a result of training and outcome of last year's producers who introduce AI in their herds had sufficiently improved herd genetics over the last two breeding seasons. Another five cattle producer was to begin artificial insemination during this next breeding. Eighteen producers

indicated that they were going to receive more training and begin the process in the future. Swine and goat producers was interested in AI, but felt their operations were too small to invest in the time needed to succeed. All though most of the producers understood the need for improvement; they were reluctant due to the lack of knowledge, training, and experience in this artificial insemination.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
303	Genetic Improvement of Animals

#### Outcome #9

##### 1. Outcome Measures

Increase number of farmers to adopt pasture or alternative livestock systems as an alternative enterprise.

##### 2. Associated Institution Types

- 1890 Extension
- 1890 Research

##### 3a. Outcome Type:

Change in Action Outcome Measure

##### 3b. Quantitative Outcome

Year	Actual
2013	485

##### 3c. Qualitative Outcome or Impact Statement

###### **Issue (Who cares and Why)**

Small Producers often times don't understand or don't have a farm plan in order to maximize their operation. Opportunities often exist for producers to develop other alternative enterprise that will supplement their farming income. Knowledge of pasture system using best management practices (BMPs) as a land management strategy has not been used.

###### **What has been done**

Small limited resource producers were provided information through workshops, field days and one on one consultation on alternative enterprises with emphasis placed on pastured poultry, pastured swine and goat production.

###### **Results**

Through evaluation and observation measures, 45 % of participants were considering an alternative enterprise for their present operation. Evaluations also indicated that 30% had some type of pasture system for livestock on their farm. About 50% of the participants indicated that they understood the need for pasture systems and would be implementing these systems in their

operation. One hundred twenty two youth participated in field day and demonstration in which pastured poultry was promoted as an alternative enterprise. Through evaluation two youth indicated that they were raising pastured poultry and twenty youth indicated that they were planning to begin raising pastured poultry in the near future. Over 400 adults and youth gained knowledge on pastured systems and around 30% implemented these systems on the farms

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
308	Improved Animal Products (Before Harvest)

**Outcome #10**

**1. Outcome Measures**

Increase the number of communities establishing community and container gardens to increase the availability of fresh and locally grown produce.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Actual
2013	950

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Vegetable gardeners in urban areas are faced with lots of problems such as lack of space, soils contaminated with heavy metals such as lead and arsenic, shade from trees and buildings, and soil-borne diseases such as fusarium, pythium, rhizoctonia, and phytophthora. Container gardening allows the grower to create special gardens to fit any situation. The grower may grow special plants that need a bit more attention to soil and water than he/she will be able to provide in a large in-ground garden. The popularity of container gardening has exploded. Plants in containers are showing up everywhere. From the front porches of bungalows to the rooftops of urban high-rises to the streets of Main Street U.S.A. plants in pots can be found. Successful container gardeners know that a good looking, well-maintained and long-lasting container just doesn't happen. When a few basic principles are applied, even first-time gardeners can create and maintain attention-grabbing containers.

**What has been done**

The vegetables suitable for container gardening are the ones that require small spaces --

particularly the dwarf or determinate types that bear fruit or other harvestable parts over a longer period of time. They usually require full sun, more than six hours of sunlight a day -- or partial shade, three to six hours of morning or early afternoon sunlight a day. Most fruit bearing vegetables such as tomatoes, peppers, cucumbers, squash, and eggplant require full sun. Leafy vegetables such as lettuce, cabbage, collards, mustard greens, spinach, and parsley can tolerate more shady location compared to the root vegetables such as turnips, beets, radishes, carrots, and onions. To this end, Alcorn State University Extension Program specialists and educator?s utilized current research and information in conducting a series of workshops, field days and farm tours for south-west Mississippi residents wishing to gain an understanding of community and container gardening. A total of 250 participants attend the events and activities.

### **Results**

Results from the questionnaire survey administered at the training events revealed that 90% of the participants are willing to engage in container gardening or making changes to their current container gardening methods.

## **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
102	Soil, Plant, Water, Nutrient Relationships
205	Plant Management Systems
211	Insects, Mites, and Other Arthropods Affecting Plants
213	Weeds Affecting Plants

## **V(H). Planned Program (External Factors)**

### **External factors which affected outcomes**

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Public Policy changes
- Government Regulations
- Populations changes (immigration, new cultural groupings, etc.)
- Other (Personnel availability)

### **Brief Explanation**

The availability of grant funds reduced research efforts and educational programs. This planned program area had too many outcomes to address and several outcomes have been combined or eliminated for 2013.

## **V(I). Planned Program (Evaluation Studies)**

### **Evaluation Results**

- Limited-resource farmers are adopting sustainable vegetable production practices.
- There is an increased interest in community and container gardening.
- Limited-resource farmers need farmer markets and other direct outlets to market their produce.
- Limited-resource farmers are increasing their net farm income by producing syrup.



**Key Items of Evaluation**

Limited-resource farmers are interested in alternative crop production and alternative marketing strategies.

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

**Program # 2**

**1. Name of the Planned Program**

Small Family Farm and Marketing

Reporting on this Program

**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		30%		0%
602	Business Management, Finance, and Taxation		40%		0%
604	Marketing and Distribution Practices		30%		0%
	<b>Total</b>		100%		0%

**V(C). Planned Program (Inputs)**

1. Actual amount of FTE/SYs expended this Program

Year: 2013	Extension		Research	
	1862	1890	1862	1890
Plan	0.0	4.0	0.0	0.0
Actual Paid Professional	0.0	4.0	0.0	0.0
Actual Volunteer	0.0	0.0	0.0	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
0	239488	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	239488	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

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

**1. Brief description of the Activity**

The development of enterprise budgets; development of models of effective strategies; distribution of results will be emphasized in our programs, one small farmers conference presentation per year; one non-refereed publication per year; two presentations annually at meetings and workshops for farmers. Extension Programs will consist of the development (or identification) of relevant content materials to address knowledge gaps needed by farmers. Focus groups survey instruments will be developed. Various workshops, demonstrations, meetings, development of curricula, and other learning resources will be utilized for effective program implementation. Evaluation assessment methods will be implemented to document the impacts of our programs.

**2. Brief description of the target audience**

The targeted audience for the Small Farm Management and Marketing planned program are limited-resource and socially disadvantaged farmers.

**3. How was eXtension used?**

eXtension was not used in this program

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

2013	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Actual</b>	1093	958	60	30

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

**Patent Applications Submitted**

Year: 2013  
 Actual: 0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

2013	Extension	Research	Total
<b>Actual</b>	1	0	0

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

**Output Target**

**Output #1**

**Output Measure**

- Conduct educational programs on farm and financial management.

<b>Year</b>	<b>Actual</b>
2013	24

**Output #2**

**Output Measure**

- Conduct educational programs on farm legal risk.

<b>Year</b>	<b>Actual</b>
2013	12

**Output #3**

**Output Measure**

- Conduct educational programs (e.g., Vendors Borrowers Training) and provide technical assistance on the MSFDC, FSA, and Rural Development (RD) loan application process.

<b>Year</b>	<b>Actual</b>
2013	6

**Output #4**

**Output Measure**

- Conduct hands-on farm record keeping demonstrations.

<b>Year</b>	<b>Actual</b>
2013	10

**Output #5**

**Output Measure**

- Conduct educational tours on direct marketing of agricultural goods and services.

<b>Year</b>	<b>Actual</b>
2013	2

**Output #6**

**Output Measure**

- Conduct educational programs on the utilization of direct marketing techniques of agricultural goods and services.

<b>Year</b>	<b>Actual</b>
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2013 3

**Output #7**

**Output Measure**

- Develop of fact sheets on marketing and direct marketing of agriculture and value-added goods and services.

<b>Year</b>	<b>Actual</b>
2013	3

**V(G). State Defined Outcomes**

**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	Increase number of farmers/ranchers to utilize knowledge gained on farm and financial management to minimize cost and increase production and revenues.
2	Increase number of farmers/ranchers and to minimize land and farm loss.
3	Increase number of farmers to gain access to capital on their farming operations.
4	Increase number of farmers and cooperatives to develop and utilize marketing plans.
5	Increase number of farm families to demonstrate the use of farm and financial management.
6	Increase number of small-scale and limited-resource farmers keeping records of sales and expenses.

## **Outcome #1**

### **1. Outcome Measures**

Increase number of farmers/ranchers to utilize knowledge gained on farm and financial management to minimize cost and increase production and revenues.

### **2. Associated Institution Types**

- 1890 Extension

### **3a. Outcome Type:**

Change in Action Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	263

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

Farmers and ranchers lacked the knowledge and understanding of how to keep proper records. Keeping accurate records will advance productions, which increase income; the farmers can afford the opportunity to meet obligations, which in turn increase your profitability and improve the quality of life.

#### **What has been done**

Alcorn State University Small Farm Outreach and Training and Technical Assistance Project works closely with all United States Department of Agriculture (USDA) federal and state agencies, and local CBO?s in providing educational training and technical assistance in accurate record keeping. There were educational sessions and hands on demonstrations on how to keep proper and accurate records using the Mississippi Farm Record Book. A total of 263 (two hundred sixty-three) limited-resource and socially disadvantaged farmers and ranchers participated in the trainings. There were a total of 10 trainings conducted.

#### **Results**

Limited resource and socially disadvantaged farmers and ranchers throughout the state of Mississippi can become familiar to new innovations that will allow them to keep accurate records for their farm operations. After the completion of the Record Book Training a test and an evaluation were given to each participant. All thirty-three (33) participants passed the test. The result of the evaluation was 100% of the participant gained knowledge. The farmers are now able to record more accurate records, after taking this training. Participants learned to always keep personal and farm records separate.

### **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
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602 Business Management, Finance, and Taxation

**Outcome #2**

**1. Outcome Measures**

Increase number of farmers/ranchers and to minimize land and farm loss.

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	75

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Farmers and ranchers in Mississippi lack of knowledge and understanding of legal issues that may affect their farm operation. A better management of a farm operation is contributed to the minimization of legal risk that affects the operation of the farm.

**What has been done**

Twelve planned training sessions were provided to acquaint farmers and ranchers with the legal issues affected with the family farms. The training provided farmers and ranchers with risk management strategies that will help them to deal with legal issues. Issues involved were personal and property ownership and related damage liabilities, contractual arrangements, personal and business liabilities and legal obligations.

**Results**

As a result 25% of the legal risk workshop trainings, participants were able to identify various types of legal risks associated with different aspects of a family farm operation. Participants can utilize risk management strategies to deal with property ownership, damage liabilities, and explore risk management strategies. The participants gained knowledge of legal risk management methods that address the personal and business liabilities that are most often come across on a family farm. Participants were also able to identify risk management tools to handle the legal issues. Participants can explore ways to address the risks associated with the contractual arrangements and other agreements of a family farm.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
602	Business Management, Finance, and Taxation



### **Outcome #3**

#### **1. Outcome Measures**

Increase number of farmers to gain access to capital on their farming operations.

#### **2. Associated Institution Types**

- 1890 Extension

#### **3a. Outcome Type:**

Change in Condition Outcome Measure

#### **3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	30

#### **3c. Qualitative Outcome or Impact Statement**

##### **Issue (Who cares and Why)**

Farmers continue to face difficulties in their farming operation because of the lack of capital. In order for farmers to plan an efficient operation and to make good sound management decisions, they must have accurate resources. Borrowers had difficulties in understanding the basic for the completion of a FSA loan application when applying for these funds. The borrowers were uncomfortable about the length of the pages and the content of the application in which they felt would enable them not to complete the application correctly.

##### **What has been done**

Alcorn State University Extension Program offered structural courses in conjunction with the Agricultural Economics Departments and other departments at ASU to help meet the requirement for borrower training as outlined by farm Service Agency (FSA). The FSA Borrower Training course was designed to educate FSA borrowers on Farm and Financial Management: Business Planning and Financial Management which consisted of goal setting, Risk Management, Record Keeping, budgets and Decision-Making and Financial Statement and Efficiency Measures (Balance sheets, Income Statements).

##### **Results**

Borrowers gained skills on how to complete the loan application and understanding the concept of the application process through the completion of a balance sheet, Financial Statement and Income Statement. The structural class enabled the borrowers to apply for an additional loan through the completion of the course with a passing score of seventy. Participants were introduced to current tools and methods that will assist in their current farming practices and minimize farm risks. Approximately 30 borrowers participated. FSA issued over \$1,133,606 to borrowers to increase their farm operation by the purchase of equipment, purchase of additional land, as well as, their profit to increase their quality of life.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
601	Economics of Agricultural Production and Farm Management

#### Outcome #4

##### 1. Outcome Measures

Increase number of farmers and cooperatives to develop and utilize marketing plans.

##### 2. Associated Institution Types

- 1890 Extension

##### 3a. Outcome Type:

Change in Action Outcome Measure

##### 3b. Quantitative Outcome

Year	Actual
2013	400

##### 3c. Qualitative Outcome or Impact Statement

###### **Issue (Who cares and Why)**

A feasible marketing plan is essential to achieving the process of moving crops, livestock, and value-added product to the market successfully. The lack of knowledge of planning is in the areas of market research, income and expense budgets, and promotion are essential factors that must be addressed by limited-resource farmers in order to demonstrate profit. Many limited- resource farmers lack the knowledge of how this is done and how it will benefit their operations.

###### **What has been done**

The ASUEP Marketing Coordinator and Marketing Specialist conducted educational workshops with over 400 farmers and cooperative member to guide them through the process of developing a marketing plan. These workshops were held in collaboration with the Small Farmer Outreach Project, one-on-one scheduled training with the farmers and vendors to stress the important of developing and utilizing marketing plan. These farmers and vendors receive knowledge on a. Market Research b. Overall Market Analysis Strategy, c. Potential Target Audience, d. Competitor Analysis e. Marketing Objectives and Goals f. Marketing Mix, and g. Marketing Campaign

###### **Results**

An evaluation at the end of the workshops showed that 86% indicated that they gained adequate knowledge of the components of a marketing plan and how to complete one on their own based on the crops that they would be growing. This knowledge can be utilized by the farmers to assist them in identifying and qualifying costs, setting price goals, determining potential price outlook and developing a strategy for marketing their crops, livestock and value-added products through farmers markets or directly to local supermarkets. In addition this marketing plan will let them

make the necessary changes to their farming operation, if any, after each growing season or annually.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
604	Marketing and Distribution Practices

#### Outcome #5

##### 1. Outcome Measures

Increase number of farm families to demonstrate the use of farm and financial management.

##### 2. Associated Institution Types

- 1890 Extension

##### 3a. Outcome Type:

Change in Action Outcome Measure

##### 3b. Quantitative Outcome

Year	Actual
2013	0

##### 3c. Qualitative Outcome or Impact Statement

###### Issue (Who cares and Why)

refer to outcome 1 report

###### What has been done

refer to outcome 1 report

###### Results

refer to outcome 1 report

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
601	Economics of Agricultural Production and Farm Management

## **Outcome #6**

### **1. Outcome Measures**

Increase number of small-scale and limited-resource farmers keeping records of sales and expenses.

Not Reporting on this Outcome Measure

### **V(H). Planned Program (External Factors)**

#### **External factors which affected outcomes**

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

#### **Brief Explanation**

The program experienced changes in personnel during the 2013 reporting year and made adjustments to complete priorities and attempts to satisfy program goals.

### **V(I). Planned Program (Evaluation Studies)**

#### **Evaluation Results**

Individual interviews were conducted with farmers that participated in FSA Borrowers Training. We also collected testimonials from participants supported by the Small Family Farm Enterprise Financial Analysis & Marketing staff to learn about program participation and measure changes in knowledge.

Limited-resource-and-socially-disadvantaged farmers/ranchers receive \$1,153,606 in loans from the Farm Service Agency. Also, farmers/ranchers who participated in the planned program area incomes increased by \$1,000-\$10,000.

#### **Key Items of Evaluation**

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

**Program # 3**

**1. Name of the Planned Program**

Youth, Family, Nutrition and Health, Fitness and Wellness

Reporting on this Program

**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		30%		0%
724	Healthy Lifestyle		20%		0%
801	Individual and Family Resource Management		10%		0%
802	Human Development and Family Well-Being		10%		0%
806	Youth Development		30%		0%
	<b>Total</b>		100%		0%

**V(C). Planned Program (Inputs)**

1. Actual amount of FTE/SYs expended this Program

Year: 2013	Extension		Research	
	1862	1890	1862	1890
Plan	0.0	6.0	0.0	0.0
Actual Paid Professional	0.0	7.5	0.0	0.0
Actual Volunteer	0.0	160.0	0.0	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
0	458861	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	458861	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

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

**1. Brief description of the Activity**

Area Extension educators conduct educational sessions in local schools and communities using educational programs, events and activities to aid youth in resisting risky behaviors. Extension educators, community volunteers, state specialists and other collaborators plan and organize programs, summits and events that will provide additional educational information to youth. Career days/fairs are conducted at local schools and communities. Volunteer leaders organize school and community based clubs. Youth and volunteer leaders participate in the following activities and events: 4-H Project Achievement Day; 4-H State Club Congress; 4-H State Fair Exhibit/4-H Day at Fair; National 4-H Congress; leadership camp and career days/fairs.

Additionally, educational programs, events and activities implement parenting classes and information is disseminated on child development enhancing after school programs childcare. Educational workshops, tours and career days/fairs are conducted at local schools and in communities on financial resource management.

Another aspect of this planned program focuses on the implementation of educational programs, events and activities along with research to address the nutrition, health fitness wellness and obesity issues facing limited-resources families and youth in communities. Educational programs and workshops are conducted to promote nutrition and other factors contributing to healthy lifestyles. Activities are focused on behavior changes needed for proper weight management. Educational programs are implemented and focused on recipe modification, portion control, food safety and calorie reduction. The educational program in this area of the planned program are provide participants adequate knowledge and information to make wise decisions concerning nutrition, health and their lifestyles to decrease weight gain and delay the onset of chronic diseases such as: heart disease, diabetes and hypertension.

**2. Brief description of the target audience**

The target audiences are at-risk limited-resource youth age 5 to 19, adult volunteers, and families.

**3. How was eXtension used?**

The Youth Specialist provided frequently answered questions for eXtension Community of Practice for the Youth Leadership Program (TLC).

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

2013	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Actual</b>	771	1771	23122	4320

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

**Patent Applications Submitted**

Year: 2013

Actual: 0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

2013	Extension	Research	Total
Actual	2	0	2

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

**Output Target**

**Output #1**

**Output Measure**

- Conduct educational programs, events and activities on risky behaviors affecting youth.

Year	Actual
2013	36

**Output #2**

**Output Measure**

- Conduct career/workforce educational sessions in local schools and communities.

Year	Actual
2013	40

**Output #3**

**Output Measure**

- Conduct leadership development educational programs, events and activities to provide opportunities at the county, regional, state, and national levels (e.g., Youth Leadership Academy, 4-H Achievement Day, State Club Congress, MS State Fair, National 4-H Conference, and National 4-H Congress).

Year	Actual
2013	6

**Output #4**

**Output Measure**

- Conduct science, engineering, and technology programs events and activities to attract the interest of youth in educational fields.

Year	Actual
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2013 25

**Output #5**

**Output Measure**

- Conduct educational programs, events and activities on family financial resource management.

<b>Year</b>	<b>Actual</b>
2013	14

**Output #6**

**Output Measure**

- Conduct educational programs, events and activities on effective parenting practices.

<b>Year</b>	<b>Actual</b>
2013	2

**Output #7**

**Output Measure**

- Conduct research on nutrition, health, wellness, obesity and opportunities for physical fitness on youth and adult.

<b>Year</b>	<b>Actual</b>
2013	2

**Output #8**

**Output Measure**

- Conduct educational programs on nutrition, health, physical fitness and wellness for limited-resource youth.

<b>Year</b>	<b>Actual</b>
2013	36

**Output #9**

**Output Measure**

- Disseminate information about nutrition, chronic diseases and weight management.

<b>Year</b>	<b>Actual</b>
2013	20

**Output #10**

**Output Measure**

- Conduct educational programs on nutrition, health, physical fitness and wellness for limited-



resource adults.

<b>Year</b>	<b>Actual</b>
2013	24

**Output #11**

**Output Measure**

- Conduct educational programs, events and activities on food safety practices to preserve food quality and food sanitation.

<b>Year</b>	<b>Actual</b>
2013	24

**V(G). State Defined Outcomes**

**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	Increase number of youth who resisted risky behavior that impacts their social and educational development.
2	Increase number of minority youth competing in leadership competitions, youth events, activities and community projects.
3	Increase number of trained volunteer leaders to organize and manage school and community youth clubs.
4	Increase number of limited-resource participants to adopt parenting practices to improve parent/child relationships.
5	Increase number of limited-resource families and youth to utilize their skills to analyze their financial well-being and make effective financial management decisions.
6	Increase number of limited-resource families and youth who utilize both healthy eating practices and physical fitness to manage obesity, weight and health related diseases.
7	Increase percentage of participants to utilize knowledge gained and made adjustments in their nutrition and lifestyle behaviors
8	Increase number of youth seeking and gaining employment to improve their financial well-being.
9	Increase the number of youth participating in science, engineering, and technology programs.

## **Outcome #1**

### **1. Outcome Measures**

Increase number of youth who resisted risky behavior that impacts their social and educational development.

### **2. Associated Institution Types**

- 1890 Extension

### **3a. Outcome Type:**

Change in Action Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	127

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

Mississippi has a population of 2,844,658, 20% 571,776 or school-aged children ages 5-18 in Mississippi 43,284 school aged youth are reported victims of bullying. Overall, 9,034 victims and 41,282 are bullied and total of 93,600 are involved in bullying. Many bullying experts and educators believe that these numbers are low, due to the years of violent television, movies and computer games have encouraged and taught more bully techniques.

#### **What has been done**

The Alcorn State University Extension Program (ASUEP) conducted 127 Bullying Workshops. The Bullying workshops were conducted in local elementary, middle and high schools in Southwest Mississippi. The workshops focused on the following topics: 1) What is Bullying? 2) Types of Bullying? 3) Why Teens Bully? 4) How Teens Can Avoid Being Bullied? 9,072 youth and adults participated in the workshops.

#### **Results**

Of the 9,027 youth and adults who participated in the various Bullying Programs, 55% indicated that they knew what Bullying is and understood the consequences of bullying. Sixty percent can list the various types of bullying. Sixty-two percent know at least one way to avoid being bullied. Approximately (50%) youth stated they would not engage in risky behaviors.

### **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
802	Human Development and Family Well-Being

**Outcome #2**

**1. Outcome Measures**

Increase number of minority youth competing in leadership competitions, youth events, activities and community projects.

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Actual
2013	4

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Mississippi ranks among the highest in the nation for chlamydia and gonorrhea infections, and teens and young adults between the ages of 15-29 years remain the leader in all new cases. African Americans make up over half of all cases of new cases in the state.

**What has been done**

To address this issue the Alcorn State University Extension Program (ASUEP) conducted educational activities and events to enhance positive development of youth to build strong resistance skills to address issues facing them. Fifteen Pregnancy Prevention/ STD Workshops and events were conducted. These workshops were designed to improve youth decision-making skills. The topics addressed were Distinguishing Fact and Fiction About the Consequences of Becoming Sexually Active; How Sexually Transmitted Diseases (STDS) Affect Your Life; Developing Skills to Cope With Influences of Sexually Active, and Using Refusal Skills to Avoid Sexual Pressure. Approximately 2,411 youth participated in the various workshops, activities and events.

**Results**

The program events and activities were assessed using the Prevention Minimum Evaluation Data Set (PMEDS). The results of the post-test showed that of the 2,411 youth participating in the program, 40% reported they gained skills about the consequences of becoming sexually active as a teen. Thirty percent stated they could identify the signs, symptoms and treatment of the eight most common STD?s. Fifty percent said they gained knowledge that would help them in making decision about postponing sexual activity until marriage or in a committed relationship.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
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806 Youth Development

**Outcome #3**

**1. Outcome Measures**

Increase number of trained volunteer leaders to organize and manage school and community youth clubs.

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	2

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

It has been increasing difficult to recruit and retain volunteer leaders to recruit minority youth for community and school-based 4-H clubs. Many of the volunteer leaders that are currently working with community and school clubs lack the skills needed to manage, facilitate, and provide educational, cultural, and citizenship opportunities for the youth enrolled in these clubs.

**What has been done**

Both ASUEP and Mississippi State University Extension Service (MSUES) Youth Specialists conducted the training sessions increase in the number of trained volunteer leaders. The topics addressed were: 4-H 101; Youth and Adult Partnership; Effective Communication; 4-H SET; Nutrition Education and Physical Fitness and Financial Management. A total of 20 volunteer leaders from Claiborne, Jefferson, and Copiah Counties attended and participated in the forum.

**Results**

As a result of the Volunteer Leader Forum, 4-H volunteer leaders were trained to work with youth in community and school clubs to provide a variety of educational, cultural and citizenship opportunities. The volunteers who attended the forum, also, reported that they felt more confident in organizing, and planning programs for the youth in the community and school clubs.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
806	Youth Development

**Outcome #4**

**1. Outcome Measures**

Increase number of limited-resource participants to adopt parenting practices to improve parent/child relationships.

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	0

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Across the state, and particularly in Jefferson and Claiborne counties, ASU-Extension educators are getting more questions and requests for information and workshops geared toward managing children with challenging personalities and behaviors. In response to the numerous comments and requests, the ASUEP staff developed a series of educational workshops to provide parents knowledge and skills that will help them to be more effective parents.

**What has been done**

To address this issue, the Alcorn State University Extension Program (ASUEP) staff conducted four (4) educational workshops using the Effective Parenting Curriculum. This evidence-based parenting curriculum focused on teaching parents practical skills and strategies for managing children with more difficult or challenging behaviors. 150 Parents participated in the program.

**Results**

Ninety-nine of 150 participants completed a post-series evaluation of the program using a survey instrument with open-ended questions to assess knowledge gain, planned and actual behavior change and a retrospective component to document increased understanding.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
802	Human Development and Family Well-Being

## **Outcome #5**

### **1. Outcome Measures**

Increase number of limited-resource families and youth to utilize their skills to analyze their financial well-being and make effective financial management decisions.

### **2. Associated Institution Types**

- 1890 Extension

### **3a. Outcome Type:**

Change in Action Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	3

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

Youth are particularly vulnerable when it comes to money management. Many are not prepared to manage money or understand credit and use of a credit card. Financial education avoids debt at an early age, becoming victim of fraud and abuses. Education about money management, saving and investments are teachable moment at an early age or before youth finish high school.

#### **What has been done**

Alcorn State University Extension Program (ASUEP) staff implemented a financial management program, The Real World. The program provided information about money and credit management. Four hundred forty-two youth from various school districts participated in a educational workshop, which was designed to prepare youth on managing money, developing a budget and using credit cards wisely.

#### **Results**

According to the post evaluation, 50% of the 442 youth participating in the program reported that they understood the terms money management, goods, services and budget. Forty- five percent of the youth that participated reported learning how to develop a budget. Forty-five percent increased their knowledge of credit and credit card usage. Fifty-nine percent demonstrated abilities to identify the uses and abuses of credit cards and report to be able to apply this information.

### **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
802	Human Development and Family Well-Being

## **Outcome #6**

### **1. Outcome Measures**

Increase number of limited-resource families and youth who utilize both healthy eating practices and physical fitness to manage obesity, weight and health related diseases.

### **2. Associated Institution Types**

- 1890 Extension

### **3a. Outcome Type:**

Change in Action Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	1100

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

The United States Census Bureau statistics reports a high level of overweight/obesity and chronic disease in Mississippi, especially in the Southwest Counties. In addition, the Dietary Guidelines for Americans 2010 indicates that most Americans are not following nutritional guidelines. The cost of medical care for Mississippi residents is staggering due to the high prevalence of overweight/obesity. Multiple overweight/obesity problems stem from unhealthy eating practices and inadequate physical activity.

#### **What has been done**

ASU Extension Program conducted nutrition education sessions the Dietary Guidelines for Americans 2010, MyPlate, Physical Activity Guidelines, Food Safety Practices and Food Resource Management for limited-resource families and youth in Southwest Mississippi. Recipes were modified for reduction of fat sugar and salt and an increase in fiber in the diet. Healthy food preparation demonstrations and tasting were conducted. Physical activity sessions were conducted with targeted participants. A total of 121 limited-resource audiences in Southwest Mississippi participated in the nutrition and physical activity sessions.

#### **Results**

Of the 1100 participants, 75% demonstrated changes in cooking and eating behaviors and increased physical activity. Participants reduced unhealthy methods of meal preparation, such as frying. Participants baked foods and used other low-fat cooking methods in preparing foods for the meals. Participants were able to modify family recipes and others to promote healthier eating.

### **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
724	Healthy Lifestyle



**Outcome #7**

**1. Outcome Measures**

Increase percentage of participants to utilize knowledge gained and made adjustments in their nutrition and lifestyle behaviors

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	1100

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

chronic disease in Mississippi, especially in the Southwest Counties. The cost of medical care for Mississippi residents is extremely high due to the high prevalence of overweight/obesity. Multiple overweight/obesity problems stem from unhealthy eating practices and inadequate physical activity. Many of the State residents are not aware of the impact of unhealthy eating and physical activity on their health.

**What has been done**

ASU Extension Program conducted nutrition education sessions on healthy cooking and eating, appropriate physical activity patterns/levels, and weight control for a total of 121 limited-resource audiences in Southwest Mississippi.

**Results**

Of the 1100 participants, 75% demonstrated changes in cooking and eating behaviors and increased physical activity. Participants reduced unhealthy methods of meal preparation, such as frying. Participants baked foods and used other low-fat cooking methods in preparing foods for the meals.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
703	Nutrition Education and Behavior

**Outcome #8**

**1. Outcome Measures**

Increase number of youth seeking and gaining employment to improve their financial well-being.

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	0

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

**What has been done**

**Results**

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
806	Youth Development

**Outcome #9**

**1. Outcome Measures**

Increase the number of youth participating in science, engineering, and technology programs.

Not Reporting on this Outcome Measure

## **V(H). Planned Program (External Factors)**

### **External factors which affected outcomes**

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Public Policy changes
- Other (Relocation of youth)

### **Brief Explanation**

Competing Programmatic Challenges  
Other (Staff)

A major focus of the Youth, Family, Nutrition, and Health, Fitness, and Wellness Planned Program area is to reduce the adult and childhood obesity rates in Mississippi. One external factor that interferes with programmatic efforts is other agencies or community-based organizations offering similar programs to reduce obesity. Also, staff is a second external factor, the ASUEP Family and Consumer Science and Nutrition specialists have a split appointment between Extension and the Department of Human Sciences.

## **V(I). Planned Program (Evaluation Studies)**

### **Evaluation Results**

Surveys and direct observations were used to evaluate the Youth, Family, Nutrition, Health, Fitness, and Wellness Planned Program areas. Surveys and questionnaires were used at the conclusion of programs to measure knowledge gained. Direct observations were used to determine if participants were using the skills acquired in the program. The youth component of the planned program implemented educational programs related to risky behaviors, leadership and workforce development, and recruiting volunteers.

As a result, youth participating in leadership development programs indicate participants are able to apply leadership skills (e.g., effective communication and team building skills in 4-H clubs and leadership programs).

### **Key Items of Evaluation**

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

**Program # 4**

**1. Name of the Planned Program**

Food Safety

Reporting on this Program

Reason for not reporting

Food Safety activities are included in the Global Food Security and Hunger and the Youth, Family, Nutrition and Health, Fitness and Wellness

**V(B). Program Knowledge Area(s)**

1. Program Knowledge Areas and Percentage

**V(C). Planned Program (Inputs)**

**1. Actual amount of FTE/SYs expended this Program**

Year: 2013	Extension		Research	
	1862	1890	1862	1890
Plan	0.0	2.0	0.0	2.0
Actual Paid Professional	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}
Actual Volunteer	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}

**2. Actual dollars expended in this Program (includes Carryover Funds from previous years)**

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}
1862 Matching	1890 Matching	1862 Matching	1890 Matching
{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}
1862 All Other	1890 All Other	1862 All Other	1890 All Other
{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}

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

**1. Brief description of the Activity**

Improved methods for produce handling, processing and storage will be developed. New bio-pesticides will be discovered and tested. Judicious use of chemicals on agricultural crops will be encouraged. Toxic residues will be compared. Animal waste will be converted into a slow-release and

environmentally-friendly manure. Educational sessions will be conducted in food safety, good agricultural practices, good handling practices, quality control, hazard analysis and critical control points, fresh produce packaging and value-added production. The processing plant will serve as a training laboratory where limited-resource farmers will receive hands-on experience on the activities associated with value-added processing and packaging of foods. Research outcomes and recommendations will be disseminated in educational workshops, field demonstrations, printed educational materials including on-line ASU Extension publications, field days, professional journals, and on the computer network. Research results will be presented at annual meetings of professional societies.

**2. Brief description of the target audience**

The target audience will consist of Area Extension educators, small limited-resource farmers, and the scientific community.

**3. How was eXtension used?**

{No Data Entered}

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

2013	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Actual</b>	0	0	0	0

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

**Patent Applications Submitted**

Year: 2013

Actual: {No Data Entered}

**Patents listed**

{No Data Entered}

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

2013	Extension	Research	Total
<b>Actual</b>	1	1	0

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

**Output Target**

**Output #1**

**Output Measure**

- Workshops will be conducted to educate farmers on the importance of producing safe food through the use of IPM.

<b>Year</b>	<b>Actual</b>
2013	0

**Output #2**

**Output Measure**

- Workshops will be conducted to educate farmers on the importance of producing safe food through the use of Good Agricultural Practices (GAP).

<b>Year</b>	<b>Actual</b>
2013	0

**Output #3**

**Output Measure**

- Field days will be conducted to demonstrate the use of Integrated Pest Management (IPM).

<b>Year</b>	<b>Actual</b>
2013	0

**Output #4**

**Output Measure**

- Field days will be conducted to demonstrate the use of Good Agricultural Practices (GAP).

<b>Year</b>	<b>Actual</b>
2013	0

**V(G). State Defined Outcomes**

**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	The intended target audience will gain knowledge and awareness in growing farm products with free or acceptable levels of chemical residue, and safe processing and storage of food products.

**Outcome #1**

**1. Outcome Measures**

The intended target audience will gain knowledge and awareness in growing farm products with free or acceptable levels of chemical residue, and safe processing and storage of food products.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Actual
2013	0

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

{No Data Entered}

**What has been done**

{No Data Entered}

**Results**

{No Data Entered}

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
{No Data}	null



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

**External factors which affected outcomes**

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

**Brief Explanation**

{No Data Entered}

**V(I). Planned Program (Evaluation Studies)**

**Evaluation Results**

{No Data Entered}

**Key Items of Evaluation**

{No Data Entered}

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

**Program # 5**

**1. Name of the Planned Program**

Community Resource Development and Economic Planning

Reporting on this Program

**V(B). Program Knowledge Area(s)**

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
602	Business Management, Finance, and Taxation		20%		0%
608	Community Resource Planning and Development		80%		0%
	<b>Total</b>		100%		0%

**V(C). Planned Program (Inputs)**

1. Actual amount of FTE/SYs expended this Program

Year: 2013	Extension		Research	
	1862	1890	1862	1890
Plan	0.0	2.0	0.0	4.0
Actual Paid Professional	0.0	1.2	0.0	0.0
Actual Volunteer	0.0	0.0	0.0	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
0	80000	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	80000	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

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

1. Brief description of the Activity

Extension and research staff collaborated with local officials and other entities in communities to explore and promote best practices in community and economic development as a means of impacting community changes through educational programs, demonstrations, and research. Extension will conduct educational sessions and disseminate information through workshops, seminars, demonstrations, and conferences. These will be geared toward building human capital and effectively empowering people to become the main asset of community and economic development. Our signature program is "Community Voices" - a leadership community development program produced by Extension. We recruit communities, training them and establish leadership groups to work on their own behalf to address community needs.

**2. Brief description of the target audience**

The targeted audience for the Community Resource Planning and Economic Development planned program were limited-resource individuals and families, community-based organizations, non-profit organizations, cooperatives, entrepreneur, faith-based organizations and community leaders.

**3. How was eXtension used?**

eXtension was not used in this program

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

2013	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Actual</b>	2095	1042	1190	319

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

**Patent Applications Submitted**

Year: 2013  
 Actual: 0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

2013	Extension	Research	Total
<b>Actual</b>	0	0	0

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

**Output Target**

**Output #1**

**Output Measure**

- Conduct educational programs, events, and activities on leadership development and E-commerce strategies to facilitate economic and community development.

<b>Year</b>	<b>Actual</b>
2013	5

**Output #2**

**Output Measure**

- Conduct educational programs, events, and activities to facilitate workforce development and financial management opportunities for limited-resource audiences.

<b>Year</b>	<b>Actual</b>
2013	0

**Output #3**

**Output Measure**

- Conduct educational programs, events, and activities on cooperative development, home-based, faith-based and agricultural and non-agricultural business development to enhance economic development opportunities in communities.

<b>Year</b>	<b>Actual</b>
2013	7

**Output #4**

**Output Measure**

- Conduct social, psychological, marketing, and economic impact surveys to develop profiles of communities and their economic landscape. (Number of surveys).

<b>Year</b>	<b>Actual</b>
2013	0

**Output #5**

**Output Measure**

- Develop educational bulletins, manuscripts, and documentation of findings and disseminate results and models to promote food security, community development, empowerment of residents (Number of special reports, newsletters, and fact sheets).

<b>Year</b>	<b>Actual</b>
2013	2

**V(G). State Defined Outcomes**

**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	Increase the number and/or percent of community leaders to gain knowledge, develop leadership skills and become involved in civic activities, community, and economic development opportunities.
2	Increase the number and/or percentage of participants to utilize research data, knowledge, and skills disseminated to attract and retain businesses, encourage economic development projects, and improve food security.
3	Increase the number and/or percentage of cooperatives to improve their production, marketing, financial, and management practices.
4	Increase the number and/or percentage of individuals to gain awareness of the role of entrepreneurship in achieving economic development.
5	Increase the number and/or percent of community officials and organizations to gain awareness of local issues on food security, economic and demographic profiles of communities.
6	Increase the dissemination of high-tech business information to minority and small businesses of community resource development.

## **Outcome #1**

### **1. Outcome Measures**

Increase the number and/or percent of community leaders to gain knowledge, develop leadership skills and become involved in civic activities, community, and economic development opportunities.

### **2. Associated Institution Types**

- 1890 Extension
- 1890 Research

### **3a. Outcome Type:**

Change in Knowledge Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	0

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

The community resource development unit is comprised of a unique blend between extension and research in various areas such as socioeconomic issues, human resource development, civic involvement, training and improvement in the quality of life of people and communities. It is critically important to gain buy in and support from a stream of volunteers and professionals to work on specific tasks. The benefits of this program will surface as a result of seeking to employ all necessary assets, internal and external, to resolve community issues and build capacity.

#### **What has been done**

The Alcorn State University Extension Program CRD Unit has informed several non-profit organizations in three different counties of funding that is available through grant applications. These projects were introduced at planning sessions with new and innovative ways to approach funders. Planning sessions were scheduled with each organization to discuss strategic way to gather data, establish network and collaboration not only with organizations within the particular county, but also across county lines.

#### **Results**

As a result of the Alcorn State University Extension Program (ASUEP) southwestern Community Resource Development Units innovative planning sessions with non-profits organization, consortiums were formed in each county (Jefferson, Pike, and Walthall) consisting of community based, faith based and non-profit entities to apply for separate funding per county for afterschool and summer enrichment programs. Each consortium received detailed grant writing technical assistance from the ASUEP CRD Unit and as a result completed and submitted three separate proposals requesting up to a maximum of \$500,000.00 per year for five years. The first two years of the funded proposal will be fully funded up to \$500,000.00 and the next three years will require in-kinds contributions. Submitted proposals are currently being reviewed and winning proposals

will be announced in May 2013.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
608	Community Resource Planning and Development

#### Outcome #2

##### 1. Outcome Measures

Increase the number and/or percentage of participants to utilize research data, knowledge, and skills disseminated to attract and retain businesses, encourage economic development projects, and improve food security.

##### 2. Associated Institution Types

- 1890 Extension
- 1890 Research

##### 3a. Outcome Type:

Change in Action Outcome Measure

##### 3b. Quantitative Outcome

Year	Actual
2013	6

##### 3c. Qualitative Outcome or Impact Statement

###### **Issue (Who cares and Why)**

Individuals do not view cooperative development structures as a lucrative business opportunity whereas individuals pool resources together for the benefit (healthy food, economic viability, shared resources, etc) of their local community.

###### **What has been done**

The president of the cooperative contacted the CRD Unit for assistance as a result of a letter reaching out to them in an effort to provide support to their organization. The CRD Educator conducted a grant writing workshop for the group upon request. They wanted to apply for funding for a proposal concept around bridging the gap between existing and future generations of farmers.

###### **Results**

After receiving the official training, some of the members volunteered to prepare and submit a proposal for funding. The Educator reviewed the grant. It was awarded and will be used to bridge the gap of existing and next generation farmers.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
608	Community Resource Planning and Development

#### Outcome #3

##### 1. Outcome Measures

Increase the number and/or percentage of cooperatives to improve their production, marketing, financial, and management practices.

##### 2. Associated Institution Types

- 1890 Extension
- 1890 Research

##### 3a. Outcome Type:

Change in Action Outcome Measure

##### 3b. Quantitative Outcome

Year	Actual
2013	0

##### 3c. Qualitative Outcome or Impact Statement

###### Issue (Who cares and Why)

{No Data Entered}

###### What has been done

{No Data Entered}

###### Results

{No Data Entered}

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
608	Community Resource Planning and Development



**Outcome #4**

**1. Outcome Measures**

Increase the number and/or percentage of individuals to gain awareness of the role of entrepreneurship in achieving economic development.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	21

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Despite an economic downturn in the nation, becoming an entrepreneur can foster economic growth in the capitol region because of the windows of opportunities such as tax benefits, additional wealth creation and freedom. Business Development is a concern of any entrepreneur and devotion to its success is in developing and exploiting the various business opportunities.

**What has been done**

A resident of Jackson, Mississippi (Hinds County) contacted the CRD Educator of Central Mississippi and discussed random thoughts and desires to start a school of music in the capital city. He was already vested in the area of music however, needed to know about the business aspects. He was orientated about business start-up and a business development checklist was submitted to him. He then was asked to consider this list of requirements and schedule a follow-up meeting.

He rescheduled a meeting a came back with a list of questions and sought directions to launch his dream. The educator provided technical assistance to him by assisting with the necessary paperwork (i.e. articles of formation, business licenses, DUNS number, board of advisors, etc). He also needed assistance with completing his lease agreement for the site he was leasing for service.

A resident of rural Brandon, Mississippi (Rankin County) contacted the CRD Educator of Central Mississippi and discussed her vision to start a tutoring service. She was already well endowed about tutoring because she is a public school teacher but needed to know how to set her tutoring business up in the correct manner. As a standard, she was given to opportunity to ask questions and they were entertained. Next, she was given the business start-up checklist and asked to review and later reschedule an appointment to discuss next steps.

### Results

Overall, the group 1) gained insight on how to better market their goods and services in an economical way and 2) gained insight on the advantages of learning from other entrepreneurs and their practices.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
608	Community Resource Planning and Development

#### Outcome #5

##### 1. Outcome Measures

Increase the number and/or percent of community officials and organizations to gain awareness of local issues on food security, economic and demographic profiles of communities.

##### 2. Associated Institution Types

- 1890 Extension
- 1890 Research

##### 3a. Outcome Type:

Change in Knowledge Outcome Measure

##### 3b. Quantitative Outcome

Year	Actual
2013	14

##### 3c. Qualitative Outcome or Impact Statement

###### Issue (Who cares and Why)

The office of Alcorn State University Office of Academic Affairs referred the executive director of a local non-profit organization in Jefferson County to the Alcorn State University Extension to assist in amending the organization by-laws. The current by-laws and name of the organization limited its ability to seek funding as well as to operate outside of a health/medical capacity.

###### What has been done

The Alcorn State University Extension Program CRD Unit contacted the executive director of the non-profit and discussed the problem and what assistance could be offered. A working session was planned so that technical assistance could be provided in amending the by-laws of the organization.

###### Results

As a result of one - three (3) hour work session, the by-laws were amended and a new name was

developed for the organization. The new name and by-laws does not limit the organization's outreach work to just medical issues, but it allowed for a broader spectrum of community activities. These changes will also allow the organization to venture into economic development not only in Jefferson County but throughout the state of Mississippi. The entire board voted on the changes at its next meeting and an attorney's review was scheduled before actual submission to the Mississippi Secretary of State's Office for recording.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
608	Community Resource Planning and Development

#### Outcome #6

##### 1. Outcome Measures

Increase the dissemination of high-tech business information to minority and small businesses of community resource development.

##### 2. Associated Institution Types

- 1890 Extension
- 1890 Research

##### 3a. Outcome Type:

Change in Knowledge Outcome Measure

##### 3b. Quantitative Outcome

Year	Actual
2013	0

##### 3c. Qualitative Outcome or Impact Statement

###### Issue (Who cares and Why)

{No Data Entered}

###### What has been done

{No Data Entered}

###### Results

{No Data Entered}

#### 4. Associated Knowledge Areas

<b>KA Code</b>	<b>Knowledge Area</b>
602	Business Management, Finance, and Taxation
608	Community Resource Planning and Development

#### **V(H). Planned Program (External Factors)**

##### **External factors which affected outcomes**

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

##### **Brief Explanation**

Changes on staff forced our program to restructure and focus on selected areas. Program will focus on growing our volunteer base with the "Community Voices" program.

#### **V(I). Planned Program (Evaluation Studies)**

##### **Evaluation Results**

Evaluation/surveys of our event show the need to increase leadership skills among limited resource development communities.

##### **Key Items of Evaluation**