

**Penn State Cooperative Extension  
PLANS OF WORK UPDATE  
FY2005-06**

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## SECTION 1. PLANNED PROGRAMS

Penn State is dedicated to the integration of research and extension, and faculty and county-based educators have collaborated to develop and successfully implement the objectives of the five-year plan of work, seeking continuous input from citizens, local advisory groups and boards, the Pennsylvania Council of Cooperative Extension Associations, and the Penn State Agricultural Advisory Council. Cooperative Extension will continue to emphasize the overarching goals outlined in the FY2000-04 Plans of Work for FY2005-06 and continue to measure success in educational programs on the performance goals, output and outcome indicators as outlined in the previous five-year Plans of Work. The key program components for each goal are listed below with an update on new program developments and other efforts to meet emerging issues.

### **Goal 1**

Through research and education, empower the agricultural system with knowledge that will improve competitiveness in domestic production, processing, and marketing.

#### **Key Program Components**

- *Operating Agri-Food Systems for Profitability and Sustainability*
- *Agricultural Productivity and Efficiency*
- *Animal Waste and Nutrient Management*

Programs in this goal will continue to emphasize improving the business, risk management and marketing skills of farmers and agribusiness managers, as well as effective personnel management. One new objective will focus on fly control to help livestock and poultry producers adapt control strategies.

In the aftermath of September 11, 2001, food safety and biosecurity are increasingly important issues for Pennsylvania's food producers, agribusinesses and consumers. Penn State Cooperative Extension is taking an active role in supporting and promoting improved Agri-security and Emergency Preparedness within the Commonwealth. Cooperative Extension is working closely with the Pennsylvania Department of Agriculture on joint training opportunities and enhancing relationships with emergency response stakeholders and the State Animal Response Team (SART) project.

### **Goal 2**

To ensure an adequate food and fiber supply and food safety through improved science-based detection, surveillance, prevention, and education.

#### **Key Program Components**

- *A Systems Approach to Food Safety*

Penn State developed the Statewide Food Safety Certification Program in response to a Pennsylvania Department of Agriculture mandate that one person from each

Pennsylvania food establishment shall complete certification. The ServSafe® program which began as a pilot project in one region will continue to be offered statewide. To serve a wider ethnic base, courses will be offered in Spanish, Italian and Chinese, also. This successful program has expanded and will reach volunteers of non-profit organizations who prepare dinners as fund raising projects, such as volunteer fire departments. These individuals who cook meals for large groups may have had no training in food safety.

### **Goal 3**

Through research and education on nutrition and development of more nutritious foods, enable people to make health-promoting choices.

#### **Key Program Components**

- *Diet, Nutrition and Health*

Creating Health, a multidisciplinary partnership among WPSX Public Broadcasting, Penn State Cooperative Extension and three colleges at Penn State, was created in 2001. This statewide programming will focus on osteoporosis, diabetes and childhood overweight/obesity issues and physical activity.

### **Goal 4**

Enhance the quality of the environment through better understanding of and building on agriculture's and forestry's complex links with soil, water, air, and biotic resources.

#### **Key Program Components**

- *Watershed Management to Enhance Water Quality*

- *Sustaining Pennsylvania Forests*

Water conservation is one component of Act 220, a state regulation creating a comprehensive state water plan. Cooperative Extension will be developing educational programming related to water conservation as well as training master well owners to create a network of volunteers who can respond to individual well owners' needs.

Paralleling the state's interest in urban and community forestry, Cooperative Extension is seeking opportunities for educational programming to address these issues. Additionally, faculty and extension educators are working to integrate wildlife damage and forest management to address forestry regeneration issues.

### **Goal 5**

Empower people and communities, through research-based information and education, to address the economic and social challenges facing our youths, families, and communities.

#### **Key Program Components**

- *Strengthen and Support Family Well-Being*
- *4-H and Youth Development*
- *Building Leadership Capacity and Volunteer Management and Development of Volunteer Skills*
- *Community Capacity Building and Decisionmaking*
- *Consumer Horticulture*

Evidence-based curriculum will be offered statewide to help parents/caregivers build on their existing parenting strengths and help families grow together. One initiative is a collaborative 5-year research project being implemented through Penn State and Iowa State University. Now in its second year, the curriculum is being implemented in 14 schools reaching 6,000 youth. Another collaborative, school-based drug prevention project being conducted in eight Pennsylvania middle schools will have more extensive evaluation results as the project continues. Additional areas of focus will be intergenerational programming and consumer education—personal financial management to meet individual and family financial needs.

Initiatives in economic development, workforce education and regional economic analysis programming continue to expand. E-Initiatives projects are now offered statewide, allowing communities, organizations and individuals who may lack access to digital tools and the skills necessary to use these tools participate in the Information Age.

**New Key Program Component – Emergency Preparedness:**

Local and state extension staff with subject matter knowledge specific to agriculture, food and water issues such as biosecurity, diagnostics, prevention, control and recovery of physical, psychological and economic impacts of plant, animal, food, water and natural resource disasters, position Penn State Cooperative Extension as a critical player to help deal with emergency preparedness issues within the Commonwealth. An emphasis on training extension staff through awareness, knowledge and exercises in which they practice and refine their roles and responsibilities in a variety of disasters scenarios, will build staff knowledge, skills and confidence. New programming is being developed in response to the current issue of emergency preparedness and homeland security.

**Internal and External Linkages:** Penn State Cooperative Extension will continue to increase and diversify linkages, with particular emphasis on increasing minority membership in advisory groups. **Target Audiences:** Cooperative Extension is committed to providing equal access to educational programs and to making efforts to encourage participation by minority, underserved, resource-stressed segments of Pennsylvania’s population. A recent example is the Hispanic Workforce Management programs for farm owners, which include Hispanic culture and conversational language training. **Allocated Resources:** Cooperative Extension continues to downsize and refocus efforts due to the decreasing portion of Federal dollars in total revenues. **Education and Outreach Programs:** Cooperative Extension continues to develop programming and partner with the broader University community through Outreach, Continuing Education, Distance Education, Public Broadcasting and other colleges.

## SECTIONS 2 and 3. STAKEHOLDER INPUT PROCESS and PROGRAM REVIEW PROCESS

A statewide needs assessment process was undertaken in the spring of 2003 in preparation for the development in 2004 of the Penn State Cooperative Extension State Plans of Work which will begin in FY2005. A widely advertised web-based needs assessment survey was available to the general public, and extension educators in each county conducted focus groups to obtain stakeholder input concerning major programs to be conducted in the new Plans of Work. The input was used to help refocus programming efforts and to restructure the Plans of Work under 17 broad issues. Interdisciplinary teams of faculty and extension educators used the logic model to develop programs and have developed indicators to measure immediate, intermediate and extended impacts.

County, regional and state advisory committees will continue their role in providing valuable information on extension programming needs, as well. As the new Plans of Work are implemented, stakeholder groups such as Pennsylvania Council of Cooperative Extension Associations (PCCEA); the Penn State Agricultural Council; and county advisory groups will provide ongoing review of the educational programs to ensure that programs are focusing on priority needs.

## SECTION 4. MULTI-STATE EXTENSION ACTIVITIES

Penn State Cooperative Extension will continue official cooperating relationships in program areas such as:

- Lake Erie Regional Center for Grape Research and Extension - cooperating with Cornell University.
- Northeast Regional Center for Rural Development - cooperating with Cornell, West Virginia, Maryland, Maryland-Eastern Shore, District of Columbia, Delaware State, Delaware, Rutgers, Connecticut, Rhode Island, Massachusetts, New Hampshire, Maine, Vermont.
- Commercial Vegetable Guide - cooperating with Delaware, Maryland, Virginia, and Rutgers.
- Natural Resource, Agriculture, and Engineering Service (NRAES) - cooperating with Connecticut, Delaware, District of Columbia, Maryland, Maine, Massachusetts, New Hampshire, Rutgers University, Cornell, Rhode Island, Vermont, Virginia Polytechnic Institute and State University, and West Virginia.

Cooperative Extension also participates in the NASULGC assessment for ECOP. In addition, faculty and field-based extension will continue active involvement in various collaborative efforts such as:

- Mid-Atlantic Fruit and Vegetable Conference

- Tri-State Tillage Conference
- Management of Wildlife Damage in the Northeast
- Change Agent States for Diversity
- PROSPER - a prevention program to strengthen youth, families and communities

Penn State Cooperative Extension plans to continue to cooperate in these efforts, and, in addition, to enter into formal agreements, letters of memoranda, contracts, etc. with others to jointly collaborate toward objectives and successful outcomes that concern more than one state.

## SECTION 5. INTEGRATED RESEARCH AND EXTENSION ACTIVITIES

Penn State University, under President Graham Spanier, has set a goal of becoming “the premier university in the nation in the integration of high-quality teaching, research, and service.” Penn State’s College of Agricultural Sciences, Penn State Cooperative Extension, and Penn State’s Experiment Station have a long-standing commitment to integrating research and extension activities at Penn State. The integrated work represented by faculty and staff split appointments, along with the extension funds which support integrated research and extension program activities within the state and across state boundaries, should more than meet the 25% AREERA requirement.

The College of Agricultural Sciences is developing an integrated planning and reporting system (CASPAR). CASPAR is a college-wide system designed for individuals to share information about their work and the impact of their efforts. In addition to the benefits to faculty and field-based educators of entering and retrieving personal information, finding resources and collaborating with colleagues, the information gathered through the system will be used to communicate the value of our efforts to stakeholders, such as county commissioners, state legislators and federal legislators.

The CASPAR system for Cooperative Extension will allow users to create action plans and to capture their Plans of Work program activities and impacts. Pilot testing is underway and CASPAR will be available for users to begin entering their Action Plans for FY2005 on August 1, 2004. The reporting section of the system will be ready for users to begin entering program activities/contacts and program impacts on October 1, 2004.