

# 2010 Southern University and A&M College Combined Research and Extension Plan of Work

**Status: Accepted**  
**Date Accepted: 05/27/09**

## I. Plan Overview

### 1. Brief Summary about Plan Of Work

The FY 2010-2014 Rolling Plan of Work (POW) for the Agricultural Research and Extension Formula Funds submitted by Southern University Agricultural Research and Extension Center (SUAREC) covers the period October 1, 2010 through September 30, 2014. This POW consists of one consolidated and integrated plan for both the research and extension programs at Southern University. The mission of the Southern University Agricultural Research and Extension Center is to conduct statewide basic and applied research and to disseminate information to the citizens of Louisiana in a manner that is useful in addressing their scientific, technological, social, economic and cultural needs. In order to address the state and national needs, the Southern University Agricultural Research and Extension Center places emphasis on the following planned programs or broad areas:

- I.SUSTAINABLE AGRICULTURAL SYSTEMS
- II.URBAN FORESTRY AND NATURAL RESOURCE MANAGEMENT
- III. NUTRITION AND HEALTH
- IV.FAMILY AND HUMAN DEVELOPMENT
- V.YOUTH DEVELOPMENT
- VI.ECONOMIC AND COMMUNITY DEVELOPMENT

The goal is to serve diverse audiences who have limited social and economic resources, to improve their access to positive opportunities through research and outreach education. SUAREC aims to help small-scale and limited resource farmers and ranchers develop and/or maintain viable farming operations that are in harmony with the environment, help communities build capacity to enhance the growth and development of the business and industrial sectors, and improve the quality of life for families and youth throughout the State. To ensure that clientele needs are addressed effectively, the research and extension programs target the same clients. Research projects are designed with inputs from stakeholders and the findings are specially packaged and disseminated by the extension agents. There is a very close working relation among the planned programs. For instance, Youth Development Program benefits heavily from Sustainable Agricultural Systems in conducting livestock shows. The Youth Development Program also benefits from Nutrition and Health Program, Urban Forestry and Natural Resource Management Program, Economics and Community Development Program, and Family and Human Development Program. Additionally, lessons learned from natural disasters – hurricanes Katrina and Rita in 2005, and hurricane Gustav in 2008 will enable the Center to utilize its planned programs to respond to some needs of citizens.

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

Year	Extension		Research	
	1862	1890	1862	1890
2010	0.0	45.0	0.0	43.0
2011	0.0	45.0	0.0	43.0
2012	0.0	45.0	0.0	43.0
2013	0.0	46.0	0.0	43.0
2014	0.0	46.0	0.0	43.0

## II. Merit Review Process

### 1. The Merit Review Process that will be Employed during the 5-Year POW Cycle

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

## 2. Brief Explanation

All CSREES funded programs/projects and others seeking funding are subjected to a thorough scientific and educational peer review process. A Proposal Review and Evaluation Committee (PREC) comprising of faculty and staff from SUAREC and the greater university community has been established. It operates as a standing committee to review proposals to ensure consistency with standard agency guidelines and other established scientific and educational criteria. Proposals usually undergo strict review, scrutiny and endorsement by discipline peers, program head, and a select review committee. Proposals are normally sent to external university and other experts for review and suggestions. Additionally, each proposal must show clear evidence of stakeholder input prior to approval by the Vice Chancellor for Research and/or Vice Chancellor for Extension. A request was submitted to the United States Department of Agriculture/Cooperative State Research, Education, and Extension Service (USDA/CSREES) in Washington, D.C. for a comprehensive review of the research program in the fall of 2004. A review team headed by a senior staff of the CSREES reviewed the Center's research projects for relevancy of the research to local and national needs, program performance (output, outcomes, and impacts), adequacy of resources to meet program objectives, and the interrelationship between research and extension. Findings provided by the team indicated that SUAREC's research projects are accomplishing targeted objectives. Other recommendations from the team are incorporated in this plan and also for program direction and allocation of resources. Additionally, SUAREC will continue to conduct internal evaluation of all research and extension programs to ensure that they are meeting the needs of its clients.

## III. Evaluation of Multis & Joint Activities

### 1. How will the planned programs address the critical issues of strategic importance, including those identified by the stakeholders?

SUAREC's research and extension programs, the federal 5-year rolling plan of work and the state strategic plan are developed based on information from the stakeholders and partners such as, Parish Advisory Councils, parish plans of work, the Louisiana Cooperative Extension Service, and parish review teams, needs assessments, evaluation studies, Strategic Planning Meetings, Joint Research-Extension Exchange Meetings, the Chancellor's Executive Council, Federal and State Agencies, Commodity Organizations, and Land Grant Institutions. Information collected from these sources by the Office of Planning and Evaluation is made available to the Research and Extension administrators and staff who in turn utilize them to plan programs/projects to address needs/problems based on identified priorities. Surviving through the current economic downturn and global financial crisis is of utmost importance in the minds of individuals and families. SUAREC planned programs will continue to conduct research and provide both research-based educational information and assistance that will address their needs.

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

SUAREC extension offices and agents are strategically located in areas such that their services are easily accessible to the under-served and under-represented. This POW builds on expert recommendations as outlined on the following state plans/initiatives: the Louisiana Solutions to Poverty Initiative (Governor's Summit on Solutions to Poverty 2005); the Louisiana Vision 2020; and the Master Plan for Post Secondary Education (Louisiana). Historically, SUAREC has addressed problems confronting traditionally under-served and under-represented farmers, socially and economically disadvantaged families, and economically distressed rural and urban communities. Research and extension efforts are aimed at assisting these communities in becoming economically, environmentally, and socially sustainable. Within SUAREC, there exist several programs that were established to emphasize research and educational programs aimed at improving the social and economic conditions of low-income and under-served citizens of the State. SUAREC is committed to strengthening families living in poverty and to help them reach a level of self-sufficiency. The current economic crisis has further worsened the plight of the under-served and under-represented, SUAREC will continue to provide research-based educational information to address the needs of this target group.

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

Performance indicators will be used to measure progress in accomplishing the objectives set by the plan of work. Regular surveys or evaluations will be conducted at all planned activities where feasible. Participants will be asked to indicate their needs and if they learned from the activities; what actions they plan to take or what actions they are taking; the potential benefits of the activities or actual social, economic, civic and/or environmental benefits. Traditional reports will be submitted to the state and federal governments and to other stakeholders. These reports will be compiled from the monthly, quarterly, and annual reports submitted by the Center's faculty and staff.

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

To ensure effectiveness and efficiency, evaluation will be ongoing for all programs. Evaluation of needs, which was the foundation of the plan, will be used to determine if assessed needs are being met by the programs. Also, monitoring, process and outcome evaluations will be conducted regularly and in a timely manner to assess program results. Stakeholders' inputs are a major part of the planning process. Also, during evaluations, participants' opinions and comments/suggestions will be incorporated into the process and utilized when revising the plan. Further, regular monitoring, on-site observation and focus groups will be employed to determine the extent to which program activities conducted met and addressed the critical needs of participants and how citizens benefited, solved problems, or realized improved quality of life by participating in the program activities.

### IV. Stakeholder Input

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

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

##### Brief explanation.

SUAREC has a vibrant technology services department which helps in the design, publishing, video production, broadcasting, and publicizing of most activities. Research and extension faculty and staff utilize the services of this department in announcing public meetings and activities in various media. Also, research and extension faculty and staff maintain a database of traditional stakeholder groups and individuals for contact. Each contact method used normally provides useful information on how stakeholder groups and individuals can contact SUAREC's agents. Furthermore, SUAREC has a culture of conducting regular survey of clients to assess their needs and seek their inputs for program planning and development. Surveys are conducted at every planned workshop or training session to collect similar data. Survey questions will seek to determine the extent to which program activities conducted met and addressed the traditional needs of participants and how meeting non-traditional needs of citizens can be incorporated into program activities to address the needs of the greater community. Both traditional and non-traditional groups and individuals will be targeted.

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

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

- Use Internal Focus Groups
- Use Surveys
- Needs Assessments
- Use Advisory Committees

##### Brief explanation.

Parish Advisory Councils are the grassroots resource groups for each extension agent. These Councils are comprised of clients, community leaders, state and local government officials, and other stakeholders who identify community needs and/or resources, programs and projects to address them. Agents communicate identified needs to the program area specialists in the state office through reports and personal consultations. SUAREC's Office of Planning and Evaluation conducts survey of clients to seek their inputs in assessing programs already in place, gather data on areas of needs, and assess the benefits of existing programs. These findings are vital to the conceptualization and implementation of programs that will ensure improved quality of life. Reports are presented to the SUAREC Executive Council for incorporation into the POW. The Chancellor's Executive Council has representatives from the following offices - research, extension, finance and administration, technology, planning and evaluation, and development. The Council advises the Chancellor on ways to ensure greater stakeholder input in identifying and planning meaningful, effective and efficient research, education and outreach programs to benefit the citizenry of the state of Louisiana.

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

**1. Methods for collecting Stakeholder Input**

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

**Brief explanation**

Extension agents and program area specialists hold meetings regularly with various stakeholder groups and individuals to get their feedback regarding SUAREC programs and activities. Meetings with non-traditional groups and individuals such as community leaders, parish officials, and other agency officials, to seek input are also carried out both at the local and state levels. Formal and informal meetings are held. Faculty and staff are encouraged to (and they do) participate in community activities where they can meet and interact with non-traditional groups and individuals throughout the state. With already established relations with federal and state agencies, community groups, leaders, the faith community and individuals, both research and extension personnel will utilize available resources at their disposal to interact and obtain important inputs. The Louisiana Cooperative Extension Service (LCES) and the collaborative/cooperative efforts in research and extension with other institutions in the state will serve as additional resources to collecting stakeholders' inputs.

In addition, SUAREC conducts several formal surveys and evaluation annually including customer satisfaction surveys, and also during all workshops, conferences, classes, and seminars. In each instance, respondents (stakeholders) usually have opportunity to provide important inputs normally used to develop activities and programs included in the plan of work. Further, as a state funded institution, SUAREC complies with the mandates of the Southern University System strategic plans and directives, the Master Plan for Post Secondary Education (Louisiana Board of Regents), the State Strategic Plan, and the various economic development plans by local governments.

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

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

**Brief explanation.**

The Program Development Conference is a meeting that brings together both research and extension faculty and staff from each of the planned program areas of SUAREC to create a comprehensive 5-year Plan of Work (POW) and also a 5-year Strategic Plan that meets and addresses state, regional, and national needs. General needs and strategic directions are dialogued during these meetings. The Louisiana Cooperative Extension Service involving both SUAREC (1890) and LSU (1862) also dialogue annually on emerging needs, priorities, and strategic directions for the state. Recommendations are forwarded to research and extension administrators who in turn meet with their unit heads to reassess and redirect programs. The SUAREC Executive Council receives the recommendations and utilizes them after careful consideration, evaluation of impacts and consistency of accountability in setting new priorities, staffing, and budgeting.

**V. Planned Program Table of Content**

<b>S. NO.</b>	<b>PROGRAM NAME</b>
1	I. SUSTAINABLE AGRICULTURAL SYSTEMS
2	II. URBAN FORESTRY AND NATURAL RESOURCE MANAGEMENT
3	III. NUTRITION AND HEALTH
4	IV. FAMILY AND HUMAN DEVELOPMENT
5	V. YOUTH DEVELOPMENT
6	VI. ECONOMIC AND COMMUNITY DEVELOPMENT

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

I. SUSTAINABLE AGRICULTURAL SYSTEMS

**2. Brief summary about Planned Program**

The plant and animal components will continue to conduct research and disseminate information dealing with forage development and utilization for cattle and goats (cattle and goats grazing together or separately in controlled and continuous grazing system). This is a multidisciplinary project involving scientists in animal science, plant and soil sciences, and agricultural economics. Swine research involves the use of seafood waste as feed supplements to livestock. Also, sustainable agriculture research seeks alternative and more profitable means of producing and marketing quality products. Other areas of research and information dissemination include vegetable and agronomic production, organic farming and processing, alternative crop production, value-added products, processing and marketing.

**3. Program existence :** Intermediate (One to five years)

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

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

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

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

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
102	Soil, Plant, Water, Nutrient Relationships		10%		10%
121	Management of Range Resources		10%		10%
205	Plant Management Systems		10%		10%
301	Reproductive Performance of Animals		15%		15%
302	Nutrient Utilization in Animals		20%		20%
307	Animal Production Management Systems		30%		30%
313	Internal Parasites in Animals		5%		5%
	<b>Total</b>		100%		100%

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

Sustainable animal and plant productivity and profitability are of paramount importance to the agricultural sector of Louisiana. A wide variation exists in agricultural productivity and profitability. The average farm size in Louisiana is 269 acres. Farms vary in size from large commercial operations to small-scale operations. The latter are faced with the greatest challenge to generate sufficient income. According to the 2007 Census of Agriculture, of the 30,106 farms in the state, 24,022 (or about 80 percent) reported sales below \$25,000 annually. Economic opportunities exist for small agricultural producers who adopt alternative livestock and crop enterprises. Thus, there is need for research on production and management systems pertaining to goats, rabbits, vegetables, fruits, and herbs. The average age of an active participant in the farming community in the state of Louisiana is 57.3 years, up from 55.1 years in 2002. The current trend is such that youth are not being involved or are not interested in being involved in production agriculture. If farm families and agricultural based communities are to survive, more youth must realize the benefits of rural life and become engaged in maintaining their communities. Additionally, appropriate information and resources must be available for their use in the decision making processes. Stakeholder advisory councils and surveys of traditional and non-traditional groups suggest that critical areas of need for the state are: alternative commodities, risk management, access to capital, alternative markets, management, access to training, and agricultural mediation issues.

**2. Scope of the Program**

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

**V(D). Planned Program (Assumptions and Goals)****1. Assumptions made for the Program**

1. Level of funding will remain steady or increase.
2. Staffing will increase (additional funds to replace staff who leave, hire additional staff and to execute programs).
3. Present trends in sustainable agriculture will continue.
4. Present economic crisis will be reversed.
5. Clients will participate and respond, and adopt new/innovative techniques.

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

1. Improve agricultural sustainability and profitability.
2. Promote good environmental stewardship.
3. Promote stable, prosperous farms, families and communities.

**V(E). Planned Program (Inputs)****1. Estimated Number of professional FTE/SYs to be budgeted for this Program**

Year	Extension		Research	
	1862	1890	1862	1890
2010	0.0	8.0	0.0	24.0
2011	0.0	8.0	0.0	24.0
2012	0.0	8.0	0.0	24.0
2013	0.0	8.0	0.0	24.0
2014	0.0	8.0	0.0	24.0

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

**1. Activity for the Program**

1. Conduct research and experiments using cattle, goats, swine, poultry, vegetables, pasture, forage, and other plants.
2. Continue to expand building projects, modernize facilities and acquire adequate land for research/extension programs.
3. Develop products, curriculum, and resources. Conduct workshops, demonstration plots, training sessions, and one day and/or multiple field days for farmers especially small and limited resource producers.
4. Hire additional experienced personnel and build capacity to respond to clientele needs.
5. Deliver services to producers and potential producers. Conduct assessment; work with media to disseminate important information to clients and stakeholders.
6. Conduct farm and site visits, field days, shows and encourage client and potential client participation.
7. Collaborate, cooperate and partner with local, state and federal agencies, institutions, groups, private organizations/associations in seeking and delivering services to citizens.
8. Continue to create and enhance marketing opportunities in traditional and alternative outlets, such as farmer’s markets, community supported agriculture (CSA), and other outlets.
9. Develop disaster plan including mechanisms for assistance to victims.

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

Extension	
Direct Methods	Indirect Methods
<ul style="list-style-type: none"> <li>● Workshop</li> <li>● Education Class</li> <li>● One-on-One Intervention</li> <li>● Demonstrations</li> <li>● Group Discussion</li> <li>● Other 1 (Farm/Home visits)</li> </ul>	<ul style="list-style-type: none"> <li>● Web sites</li> <li>● Newsletters</li> <li>● TV Media Programs</li> <li>● Public Service Announcement</li> <li>● Other 2 (Newspaper/Print Media)</li> <li>● Other 1 (Radio Programs)</li> </ul>

**3. Description of targeted audience**

Our target audience includes (but not limited to) , small producers, limited resource producers, socially and economically disadvantaged individuals, the underrepresented, the underserved, women, and minorities. Others are youth 13 - 18 years, policy makers, community leaders/stakeholders, interested agencies and organizations.

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

**1. Standard output measures**

**Target for the number of persons(contacts) to be reached through direct and indirect contact methods**

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2010	10000	150000	0	0
2011	10000	150000	0	0
2012	10000	150000	0	0
2013	10000	150000	0	0
2014	10000	150000	0	0

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

**Expected Patent Applications**

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

**3. Expected Peer Review Publications**

Year	Research Target	Extension Target	Total
2010	4	1	0
2011	4	1	0
2012	4	1	0
2013	4	1	0
2014	4	1	0

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

**1. Output Target**

- 1. Number of educational program activities

**2010 :240                      2011 :240                      2012 :240                      2013 :240                      2014 :240**

- 2. Number of educational contacts

**2010 :160000                      2011 :160000                      2012 :160000                      2013 :160000                      2014 :160000**

- 3. Number of published materials distributed

**2010 :40000                      2011 :40000                      2012 :41000                      2013 :41000                      2014 :41000**

- 4. Number of research & extension outreach publications

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

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

<b>O. No</b>	<b>Outcome Name</b>
1	1. Percent of clients who gained new knowledge/skills, awareness and/or changed attitudes
2	2. Percentage of adoption rate for recommendations by clients

**Outcome #1**

**1. Outcome Target**

1. Percent of clients who gained new knowledge/skills, awareness and/or changed attitudes

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

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

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

- 1890 Extension
- 1890 Research

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

- 102 - Soil, Plant, Water, Nutrient Relationships
- 121 - Management of Range Resources
- 205 - Plant Management Systems
- 301 - Reproductive Performance of Animals
- 302 - Nutrient Utilization in Animals
- 307 - Animal Production Management Systems
- 313 - Internal Parasites in Animals

**Outcome #2**

**1. Outcome Target**

2. Percentage of adoption rate for recommendations by clients

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

**2010** 54                      **2011** : 57                      **2012** : 57                      **2013** 57                      **2014** :60

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

- 1890 Extension
- 1890 Research

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

- 102 - Soil, Plant, Water, Nutrient Relationships
- 121 - Management of Range Resources
- 205 - Plant Management Systems
- 301 - Reproductive Performance of Animals
- 302 - Nutrient Utilization in Animals
- 307 - Animal Production Management Systems
- 313 - Internal Parasites in Animals

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

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

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

#### **Description**

Lessons learned from natural disasters especially Hurricanes Katrina and Rita of 2005 and Gustav of 2008 remind us that we have to plan for external factors. Louisiana, due to its geographical location, is prone to both adverse and beneficial weather conditions which could affect program outcomes. Secondly, the state economy relies heavily on oil production. An increase or decrease in oil prices can increase or decrease the state's revenues respectively, thus impacting severely on budget appropriations. Additionally, both federal and state dollars received via formula funds have been "flat" for several years. An increase in the consumer price index will definitely reduce the purchasing power of these funds. Public policy changes, government regulations and competing priorities could affect the program either positively or negatively, depending on whether they favor or work against the program goals. Population changes and competing programmatic challenges have the potential of affecting the outcomes of the program.

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

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

- During (during program)
- After Only (post program)
- Comparisons between program participants (individuals,group,organizations) and non-participants
- Before-After (before and after program)

#### **Description**

Post program, before and after program, during program, and comparison studies will be employed. Other methods will be incorporated as appropriate and feasible. The main focus of evaluation will be on determining the level(s) to which program activities carried out met and addressed the critical needs of participants and how citizens benefited, solved problems, or realized improved quality of life by participating in the program. To ensure that evaluation is culturally contextual, stakeholders' involvement and inputs have been strongly encouraged and utilized to establish priorities, goals and objectives consistent with state, regional and national issues based on the land-grant philosophy and mission. Evaluation will provide further inputs regarding continuation of established priorities, goals and objectives or making changes to them. Additionally, performance indicators will be used to measure progress in accomplishing the objectives set by the Center. Evaluation studies will ensure that educational programs implemented by the SU Ag Center are available and useful to all citizens of Louisiana and primarily to clients in the areas of food, agricultural and human sciences, and to urban and rural dwellers, youth, government officials, faith and community leaders, and families. Also, evaluation will authenticate the validity of data reported about the program.

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

- Structured
- Telephone
- Whole population
- Observation
- Sampling
- Unstructured
- Mail
- On-Site

#### **Description**

Data collection methods such as sampling, mail, telephone and/or on-site observations will primarily be conducted. Other methods such as whole population will be incorporated when appropriate and feasible. Structured and unstructured interviews will be conducted to assess the extent of program benefits to participants.

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

**Program #2**

**1. Name of the Planned Program**

II. URBAN FORESTRY AND NATURAL RESOURCE MANAGEMENT

**2. Brief summary about Planned Program**

The Urban Forestry and Natural Resource Management Program will use Geographic Information System (GIS) and selected models to quantify the following: urban forest structure and function; the environmental benefits of urban forests; carbon sequestration and the urban forest effects on air quality; and urban forest effects on UV exposure in relation to proper vegetation design. The program will conduct collaborative studies with federal, state, and other agencies to address urban sprawl, heat island, environmental stress, plant biosecurity, air quality improvement and species rating pertaining to urban forest and urban ecosystems. It will also provide education and training for Louisiana citizens especially minorities, in the practice of using urban wood from municipal tree removals for traditional wood products. Also, it will provide training to empower minorities through ownership and pollution reduction from landfills. The program will continue its gulf coast weather and climate studies so as to provide pertinent information to assist citizens, government, and other groups in planning and managing economic and natural resources as a process of minimizing loss due to natural disaster such as hurricanes Katrina and Rita of 2005 and hurricane Gustav of 2008. Pollution prevention and mitigation research and educational programs will also be a part of this program. An outreach program on wildlife habitat and native grasses has been ongoing to encourage land owners to participate in conservation.

**3. Program existence :** Intermediate (One to five years)

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

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

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

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

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
123	Management and Sustainability of Forest Resources		10%		10%
124	Urban Forestry		50%		50%
132	Weather and Climate		10%		10%
133	Pollution Prevention and Mitigation		10%		10%
403	Waste Disposal, Recycling, and Reuse		20%		20%
	<b>Total</b>		100%		100%

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

Urban forests and their effects on society and the environment are becoming increasingly recognized and important, yet little is known about this resource. In order to have a comprehensive and integrated urban forest resource management system, urban planners need to utilize the full range of technological resources at their disposal to mitigate the effects of declining air quality, enhanced ultraviolet (UV) radiation loads, elevated carbon dioxide levels leading to the "urban heat islands" phenomenon, loss of green space and habitat for urban wildlife, urban pest, storm water runoff, as well as rising utility costs for urban dwellers. Urban and community forestry is no longer just basic street tree planting. It is an essential and highly valued component of numerous large-scale, long-term environmental and community sustainability projects. Urban and community forests improve environmental quality, enhance individual and community well being, provide a range of services to communities, and produce a healthier environment for the majority of the U.S. population. In the United States over 200 million cubic yards of urban tree and landscape residue are generated every year. This leads to a higher demand for wood and wood products, which places more of a demand on forestlands, and imported forest products. The use of recycled wood in our urban area could potentially contribute to the conservation of forestland resources by generating wood products from trees that need to be removed. A community-based education program on waste reduction and recycling and an effort to educate citizens and small minority tree care businesses on how to utilize wood following removal would greatly enhance Louisiana's economy and reduce pollution from landfills and space. Increased availability of organic residues from cities are renewing interest in the use of organic mulches, not only in the traditional application of crop residues, but also in the use of composted and uncomposted urban wastes. Increased availability of organic residues from cities is renewing interest in the use of organic mulches, not only in the traditional application of crop residues, but also in the use of composted and uncomposted urban wastes. Hurricanes Katrina and Rita (2005) and Gustav (2008) seriously impacted Louisiana and especially the urban areas leaving them with large amounts of tree residues in addition to lost trees and vacant areas which need to be replanted. Also, in recent years, plant biosecurity issues have come to the forefront for both research and extension. Educational programs to help citizens know the right tree for the right place, understand air quality for the trees, energy conservation, how to plant a tree, insects and diseases of trees, legal issues, tree hazards ID's, tree appraisal, and where to report problems and obtain useful information would greatly enhance their knowledge and awareness of the need to protect the environment.

**2. Scope of the Program**

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

**V(D). Planned Program (Assumptions and Goals)****1. Assumptions made for the Program**

1. Level of funding will remain steady or increase.
2. Staffing will increase (additional funds to replace staff who leave, hire additional staff and to execute programs)
3. Present trend in environmental awareness will continue.
4. Present economic crisis will be reversed.
5. Clients will participate and respond, and adopt new/innovative techniques.

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

1. Enhance the understanding of the urban forest ecosystem and improve the management of urban forests and natural resources worldwide.
2. Utilize cutting edge spatial technologies and environmental simulation to address the role of urban forest ecosystem in urban water quality and urban hydrology.
3. Strengthen the knowledge base of citizens in the utilization and profitability of urban waste wood.
4. Enhance minority participation in urban forestry natural resource management.
5. Enhance the understanding of climate change and its impact on the natural resources through research, education, and outreach.

**V(E). Planned Program (Inputs)****1. Estimated Number of professional FTE/SYs to be budgeted for this Program**

Year	Extension		Research	
	1862	1890	1862	1890
2010	0.0	3.0	0.0	5.0
2011	0.0	3.0	0.0	5.0
2012	0.0	3.0	0.0	5.0
2013	0.0	3.0	0.0	5.0
2014	0.0	3.5	0.0	5.0

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

**1. Activity for the Program**

1. Research and quantify the environmental benefits of urban forests, carbon sequestration and the urban forest effects on air quality.
2. Research and quantify urban forest effects on UV exposure in relation to proper vegetation design. Communicate research results and other information with customers through extension personnel in the form of publications, conferences, workshops, field days, home/office visits, demonstrations and other educational resources.
3. Prepare publications such as research reports and highlights based on gulf coast climate/weather studies, plant biosecurity and disseminate information to citizens through extension personnel in the form conferences, workshops, field days, home/office visits, demonstrations and other educational resources.
4. Areas affected by past hurricanes and other natural disasters will receive specific attention to enable them rebuild their tree population.
5. Collaborate, cooperate and partner with local, state and federal agencies, institutions, groups, private organizations/associations in seeking and delivering services to citizens.
6. Hire additional experienced personnel and build capacity to respond to clientele needs.
7. Develop disaster plan including mechanisms for assistance to victims

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

Extension	
Direct Methods	Indirect Methods
<ul style="list-style-type: none"> <li>● Workshop</li> <li>● Demonstrations</li> <li>● Other 1 (Site Visits)</li> <li>● One-on-One Intervention</li> <li>● Group Discussion</li> <li>● Education Class</li> </ul>	<ul style="list-style-type: none"> <li>● Other 1 (Radio Programs)</li> <li>● Newsletters</li> <li>● TV Media Programs</li> <li>● Web sites</li> <li>● Public Service Announcement</li> <li>● Other 2 (Newspapers/Print Media)</li> </ul>

**3. Description of targeted audience**

Target audience includes all citizens such as homeowners, metro areas, garden clubs, arborists, small producers, limited resource producers, socially and economically disadvantaged, women, minorities, and communities. Others are youth (13 – 18 years and even those in grades K-8), community leaders/stakeholders, interested agencies and organizations.

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

**1. Standard output measures**

**Target for the number of persons(contacts) to be reached through direct and indirect contact methods**

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2010	3600	38000	0	0
2011	3600	38000	0	0
2012	3600	38000	0	0
2013	3600	38000	0	0
2014	3600	38000	0	0

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

**Expected Patent Applications**

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

**3. Expected Peer Review Publications**

Year	Research Target	Extension Target	Total
2010	7	0	0
2011	7	0	0
2012	7	0	0
2013	7	0	0
2014	7	0	0

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

**1. Output Target**

- 1. Number of educational program activities

**2010 :36                      2011 :36                      2012 :36                      2013 :36                      2014 :36**

- 2. Number of educational contacts

**2010 :41600                      2011 :41600                      2012 :41600                      2013 :41600                      2014 :41600**

- 3. Number of published materials distributed

**2010 :5500                      2011 :5500                      2012 :5500                      2013 :5500                      2014 :6000**

- 4. Number of research & extension outreach publications

**2010 :8                      2011 :8                      2012 :8                      2013 :8                      2014 :10**

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

<b>O. No</b>	<b>Outcome Name</b>
1	1. Percent of clients who gained new knowledge/skills, awareness and/or changed attitudes.
2	2. Percentage of adoption rate for recommendations by clients.

**Outcome #1**

**1. Outcome Target**

1. Percent of clients who gained new knowledge/skills, awareness and/or changed attitudes.

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

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

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

- 1890 Extension
- 1890 Research

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

- 123 - Management and Sustainability of Forest Resources
- 124 - Urban Forestry
- 132 - Weather and Climate
- 133 - Pollution Prevention and Mitigation
- 403 - Waste Disposal, Recycling, and Reuse

**Outcome #2**

**1. Outcome Target**

2. Percentage of adoption rate for recommendations by clients.

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

**2010 :48                      2011 : 50                      2012 : 50                      2013 50                      2014 :52**

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

- 1890 Extension
- 1890 Research

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

- 123 - Management and Sustainability of Forest Resources
- 124 - Urban Forestry
- 133 - Pollution Prevention and Mitigation
- 403 - Waste Disposal, Recycling, and Reuse

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

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

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

**Description**

Lessons learned from the natural disasters especially Hurricanes Katrina and Rita of 1005 and Hurricane Gustav of

2008 remind us that we have to plan for external factors. Louisiana, due to its geographical location, is prone to both adverse and beneficial weather conditions which could affect program outcomes. Secondly, the state economy relies heavily on oil production. An increase or decrease in oil prices can increase or decrease the state's revenues respectively, thus impacting severely on budget appropriations. Additionally, both federal and state dollars received as formula funds have been "flat" for several years. An increase in the consumer price index will definitely reduce the purchasing power of these funds. Public policy changes, government regulations and competing priorities could affect the program either positively or negatively, depending on whether they favor or work against the program goals. Population changes and competing programmatic challenges have the potential of affecting the outcomes of the program.

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

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

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

#### **Description**

Post program, before and after program, during program, and comparison studies will be employed. Other methods will be incorporated as appropriate and feasible. The main focus of evaluation will be on determining the level(s) to which program activities carried out met and addressed the critical needs of participants and how citizens benefited, solved problems, or realized improved quality of life by participating in the program. To ensure that evaluation is culturally contextual, stakeholders' involvement and inputs have been strongly encouraged and utilized to establish priorities, goals and objectives consistent with state, regional and national issues based on the land-grant philosophy and mission. Evaluation will provide further inputs as to continuing with established priorities, goals and objectives or making changes to them. Additionally, performance indicators will be used to measure progress in accomplishing the objectives set by the Center.

Evaluation studies will ensure that educational programs implemented by the SU Ag Center are available and useful to all citizens of Louisiana and primarily to clients in the areas of urban forest and natural resource management, and to urban and rural dwellers, youth, government officials, faith and community leaders, and families. Also, evaluation will authenticate the validity of data reported about the program.

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

- Telephone
- Mail
- Unstructured
- Observation
- Whole population
- Sampling
- Structured
- Case Study
- On-Site

#### **Description**

Evaluation studies using mail, telephone and/or on-site observations will primarily be conducted. Whole Population and other methods will be incorporated as appropriate and feasible.

**V(A). Planned Program (Summary)****Program #3****1. Name of the Planned Program**

III. NUTRITION AND HEALTH

**2. Brief summary about Planned Program**

In its March 2008 publication, the Congressional Quarterly (CQ) on "Health Care Rankings 2008: Health Care Across America", ranked Louisiana as the second unhealthiest state in the nation. Louisiana was ranked in the top 10 worst areas such as, Aids rate in 2005 – Number 2; Cancer death rate in 2004 – Number 1; Infant mortality rate in 2005 – Number 2; Percent of adults who do not exercise in 2006 – Number 2; Births of low birth weight as a percentage of all births in 2006 – Number 2; Percentage of population lacking access to primary care in 2007 – Number 1; Percent of children not covered by health insurance in 2006 – Number 7.

According to the 2006 Louisiana Health Report Card (page 108), in Louisiana, about 71.7 percent of diabetics do not engage in moderate physical activity (moderate physical activity defined as engaging in 30 minutes of moderate activities, 5 or more times per week, or 20 minutes of vigorous activity 3 or more times per week).

The Nutrition and Health Program is aimed at (but not limited to) healthy lifestyles for socially and economically disadvantaged individuals and families to enhance their techniques in choosing, preparing and eating healthy meals, and to enable them to follow healthy food guidelines as published in the USDA Food Pyramid and the *USDA Dietary Guidelines for Americans*. The rationale is to help families reduce illnesses and weight problems, especially by reducing the number of obese citizens in the state of Louisiana. The 2006 Louisiana Health Report Card indicated that "blacks had a higher prevalence of diabetes than whites (10.9% vs.7.0%), and that adult women had a higher prevalence than men (8.6% vs. 8.0%)." The report also stated that "the likelihood of having diabetes increases with age among Louisiana residents, with the highest prevalence found among those 65 years or older (19.6%), and the lowest prevalence found in those under 45 years of age (2.4%). In terms of household (HH) income, the prevalence of diabetes is higher for adults in Louisiana from households with lower total incomes, and for those with lower educational attainment. For persons living in households with a yearly income less than \$15,000, the prevalence of diabetes is approximately 13.6%. This prevalence steadily decreases as the yearly income rises with the lowest prevalence for those with annual income of more than \$50,000 (4.7%)". Educational programs dealing with healthy lifestyles will be made available to all (especially those in the high risk groups) through publications, conferences, workshops, nutrition classes, health fairs, home/office visits, demonstrations and other educational resources. African-American and other children/adolescents who have been reported to have high prevalence of overweight and obesity will be targeted also. Citizens will have inputs and participate in several research studies planned. Additionally, the program will focus on continuing to assist victims of hurricane and other natural disasters.

3. Program existence : Intermediate (One to five years)

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

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

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

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

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
502	New and Improved Food Products		10%		10%
701	Nutrient Composition of Food		10%		10%
702	Requirements and Function of Nutrients and Other Food Components		20%		20%
703	Nutrition Education and Behavior		20%		20%
704	Nutrition and Hunger in the Population		5%		5%
712	Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins		10%		10%
724	Healthy Lifestyle		25%		25%
	<b>Total</b>		100%		100%

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

#### 1. Situation and priorities

The citizens of Louisiana are becoming more concerned about the nutritional value, quality, safety of their diets, and affordability of food. The consumer's knowledge level about the relationship of food, diet, nutrition, fitness, and disease is vital to maintaining a healthy society. According to the Center for Disease Control (CDC) and a recent research published in the Journal of American Medical Association (JAMA), the leading causes of death in the U.S. in 2000 were tobacco (435,000 deaths; 18.1 percent of total U.S. deaths), poor diet and physical inactivity (400,000 deaths; 16.6 percent), and alcohol consumption (85,000 deaths; 3.5 percent). The 2005 Louisiana Health Report Card (p.40) reports that "Of the total 41,942 deaths to Louisiana residents in 2004, the leading causes were: diseases of the heart; malignant neoplasm (cancer); cerebrovascular disease (stroke); accidents; and diabetes mellitus. 63.4% of all deaths in Louisiana in 2004 were attributable to these five causes. The top four causes - diseases of the heart, malignant neoplasm, cerebrovascular disease, and accidents - together account for 59.3% of total deaths. (2006 Louisiana Health Report Card, Page 40). The same report also states that "Although the last two decades have seen a considerable downward trend in diseases of the heart, these conditions remain Louisiana's number one cause of death."

Adult obesity in Louisiana rose from 16% in 1991 to 27% in 2004, with the largest jump seen in the 18 to 24 year old age group. Being overweight and or obese substantially increases the risk of hypertension, high cholesterol, type II diabetes (adult onset), heart disease, stroke, gallbladder disease, osteoarthritis, and various cancers." (Ibid, Page 99). Overweight and obesity continue to be an area of particular relevance in the state; 30% of Louisiana diabetics are overweight, and another 57% are obese. Hence, approximately 87% of all adult diabetics in Louisiana are overweight/obese. Because the maintenance of an ideal body weight depends on lifestyle choices over which every individual has some measure of control, this is an area with considerable opportunity for worthwhile impact. The consumption of proper foods in moderation is essential to weight control. (Ibid, p. 106).

According to USDA/Food and Nutrition Service, each year eight states including Louisiana, had significantly higher food stamp participation rates than (the other) two thirds of the states. Nationally, Louisiana ranks fourth in food insecurity and seventh in hunger-filled households. Sadly, most of these households are comprised of a large percentage of young children

and the elderly. According to the Food Security Institute, Louisiana has the fourth largest number of food insecure households in the nation with 13.93 percent of households' food insecure. It also ranks number 11 for households insecure with hunger (Hunger and Food Insecurity in the Fifty States: 1998-2000). There are a large number of limited resource families in Louisiana that are found in the areas that SUAREC serves. These families do not possess the knowledge, information, or skills to utilize existing resources to improve their quality of life.

Obesity is a prevalent health problem in the state. A survey of traditional and non-traditional groups suggests that critical areas of need for the state are healthy weight, exercise, choosing a healthy diet, keeping food safe, and diabetes education.

A breakdown of needs for some Louisiana parishes (counties) include (but are not limited to):

OBESITY; CHRONIC DISEASES; PHYSICAL ACTIVITY; **Concordia** - Obesity; **Calcasieu** – Heart Disease; Teen Pregnancy; **East Baton Rouge (EBR)** – Childhood Nutrition Education; Hands on Learning/Interaction; Heart Disease; Kidney Disease; **St. James** – Obesity, High Blood Pressure; Cancer, Diabetes; little physical activity; little nutrition education; **Bossier** – Obesity; serving sizes; **Avoyelles** – Healthy meals only at school; Kids Café a plus; **East Carroll** – Grandparents raising children; **Orleans** - healthy choices, economical choices; latch/key children preparing meals. Research and educational information are needed in following areas: effects of diet on obesity, diabetes, hypertension, portion control (emphasize child vs. adult); moderation; making fruits and vegetables more inviting; food insecurity; buffets; nutrition labeling education.

## 2. Scope of the Program

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

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

### 1. Assumptions made for the Program

1. Level of funding will remain steady or increase.
2. Staffing will increase (additional funds to replace staff who leave, hire additional staff and to execute programs)
3. Present nutrition and health trend will continue.
4. Present economic crisis will be reversed.
5. Clients will participate and respond, and adopt new/innovative techniques.

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

1. Enhance the focus on increasing healthy eating and physical activity among Louisiana's citizens, especially the economically and socially disadvantaged.
2. Promote food security among citizens and target populations.
3. Expand research and extension activities in nutrition and health through partnership and collaboration with other USDA agencies, health care systems, health associations, research institutions, Southern University School of Nursing, Department of Health and Hospitals.
4. Investigate and promote food safety practices in low-income households.

## V(E). Planned Program (Inputs)

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

Year	Extension		Research	
	1862	1890	1862	1890
2010	0.0	13.0	0.0	7.0
2011	0.0	13.0	0.0	7.0
2012	0.0	13.0	0.0	7.0
2013	0.0	13.0	0.0	7.0
2014	0.0	13.0	0.0	7.0

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

**1. Activity for the Program**

1. Collaborate and conduct research on the effects of diet on obesity, diabetes, hypertension, and other prevalent diseases.
2. Promote focus groups; advisory committees; mentor program; use of nutrition curriculum; school food nutrition curriculums; health tips during school activities
3. Use focus groups, advisory committees, mentor program, etc. to provide awareness to citizens about the negative impacts of tobacco and tobacco products.
4. Conduct the following activities:
  - Sisters Together
  - School In-Service
  - Kids Café
  - Industry/Corporation In-Services
  - FF-NEWS
  - Faith Based Health & Aging seminar
  - After-School Health Workshops (with parent teacher association involvement)
  - Youth and Adult Health Fairs
  - Youth Day Camps seminar
  - Educational workshops
  - Nutrition Classes
  - Coalition
  - Fitness Workshops
  - Parish Visits
  - Advisory Committee
  - Food Demonstrations (including functional foods)
5. Disseminate publications such as fact sheets, newsletters, technical bulletins, research reports, etc.
6. Communicate research results, findings and other useful information with customers through extension personnel in the form of publications, conferences, workshops, home/office visits, demonstrations and other educational resources.
7. Collaborate, cooperate and partner with local, state and federal agencies, institutions, groups, private organizations/associations in seeking and delivering services to citizens.
8. Hire additional experienced personnel and build capacity to respond to clientele needs.
9. Develop a disaster plan including mechanisms for assistance to victims.



## V(H). State Defined Outputs

### 1. Output Target

- 1. Number of educational program activities

<b>2010</b> :1500	<b>2011</b> :1500	<b>2012</b> :1500	<b>2013</b> :1500	<b>2014</b> :1500
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- 2. Number of educational contacts

<b>2010</b> :307500	<b>2011</b> :308000	<b>2012</b> :310500	<b>2013</b> :311000	<b>2014</b> :311000
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- 3. Number of published materials distributed

<b>2010</b> :54000	<b>2011</b> :54500	<b>2012</b> :54500	<b>2013</b> :54500	<b>2014</b> :55000
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- 4. Number of research & extension outreach publications

<b>2010</b> :18	<b>2011</b> :18	<b>2012</b> :18	<b>2013</b> :18	<b>2014</b> :18
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**V(I). State Defined Outcome**

<b>O. No</b>	<b>Outcome Name</b>
1	1. Percent of clients who gained new knowledge/skills, awareness and/or changed attitudes.
2	2. Percentage of clients who adopt healthy recommendations
3	3. Percentage of clients who changed behavior

**Outcome #1**

**1. Outcome Target**

1. Percent of clients who gained new knowledge/skills, awareness and/or changed attitudes.

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

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

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

- 1890 Extension
- 1890 Research

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

- 502 - New and Improved Food Products
- 701 - Nutrient Composition of Food
- 702 - Requirements and Function of Nutrients and Other Food Components
- 703 - Nutrition Education and Behavior
- 704 - Nutrition and Hunger in the Population
- 712 - Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins
- 724 - Healthy Lifestyle

**Outcome #2**

**1. Outcome Target**

2. Percentage of clients who adopt healthy recommendations

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

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

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

- 1890 Extension
- 1890 Research

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

- 502 - New and Improved Food Products
- 701 - Nutrient Composition of Food
- 702 - Requirements and Function of Nutrients and Other Food Components
- 703 - Nutrition Education and Behavior
- 704 - Nutrition and Hunger in the Population
- 712 - Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins
- 724 - Healthy Lifestyle

**Outcome #3**

**1. Outcome Target**

3. Percentage of clients who changed behavior

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

2010 :35

2011 : 40

2012 : 40

2013 :45

2014 :50

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

- 1890 Extension
- 1890 Research

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

- 502 - New and Improved Food Products
- 701 - Nutrient Composition of Food
- 702 - Requirements and Function of Nutrients and Other Food Components
- 703 - Nutrition Education and Behavior
- 704 - Nutrition and Hunger in the Population
- 712 - Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins
- 724 - Healthy Lifestyle

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

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

**Description**

Lessons learned from the natural disasters especially the 2005 hurricanes (Katrina and Rita) remind us that we have to plan for external factors. Louisiana, due to its geographical location, is prone to both adverse and beneficial weather conditions which could affect program outcomes. Secondly, the state economy relies heavily on oil production. An increase or decrease in oil prices can increase or decrease the state's revenues respectively, thus impacting severely on budget appropriations. Additionally, both federal and state dollars received for formula funds have been "flat" for several years. An increase in the consumer price index will definitely reduce the purchasing power of these funds. Public policy changes, government regulations and competing priorities could affect the program either positively or negatively, depending on whether they favor or work against the program goals. Population changes and competing programmatic challenges have the potential of affecting the outcomes of the program.

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

- After Only (post program)
- Before-After (before and after program)
- Comparisons between program participants (individuals,group,organizations) and non-participants
- During (during program)

**Description**

Post program, before and after program, during program, and comparison studies will be employed. Other methods will be incorporated as appropriate and feasible. The main focus of evaluation will be on determining the level(s) to which program activities carried out met and addressed the critical needs of participants and how citizens benefited, solved problems, or realized improved quality of life by participating in the program. To ensure that evaluation is culturally contextual, stakeholders' involvement and inputs have been strongly encouraged and utilized to establish priorities, goals and objectives consistent with

state, regional and national issues based on the land-grant philosophy and mission. Evaluation will provide further inputs as to continuing with established priorities, goals and objectives or making changes to them. Additionally, performance indicators will be used to measure progress in accomplishing the objectives set by the Center.

Evaluation studies will ensure that educational programs implemented by the SU AgCenter are available and useful to all citizens of Louisiana and primarily to clients in the areas of nutrition, health and human sciences, and to urban and rural dwellers, youth, government officials, faith and community leaders, and families. Also, evaluation will authenticate the validity of data reported about the program.

## 2. Data Collection Methods

- Telephone
- Unstructured
- Mail
- On-Site
- Structured
- Observation
- Sampling
- Whole population

### Description

Evaluation studies using mail, telephone and/or on-site observations will primarily be conducted. Whole population and other methods will be incorporated as appropriate and feasible. Since personal health related information may be collected, precautions will be taken to ensure confidentiality of such information.

**V(A). Planned Program (Summary)****Program #4****1. Name of the Planned Program**

IV. FAMILY AND HUMAN DEVELOPMENT

**2. Brief summary about Planned Program**

The current economic crisis is negatively and severely impacting individuals and families. Our target audiences are in need of tremendous assistance especially in the areas of money management, skills development, and family development. The family of today is like never before. Whereas traditionally, the family consisted of a mother, father and children, today's families may consist of two parents of the same sex, headed by a single parent of either sex or headed by a grandparent. No matter how the family is structured, the basic need for information and resources to advance the well-being of the family exists. Moreover, information must be available to address the new and diverse family and address age old rites of passage such as parenting, childcare, economic stability, aging, consumer education, change and managing stress. Issues related to the capacity of families and communities to meet human needs are paramount concerns in today's society, as are matters of economic viability and development in the industries and service sectors which address consumer needs. Research in family and consumer sciences is needed more today than ever as a guide to public policy decisions and in the assessment of intervention programs. Educational programs which incorporate hands-on experiences are essential in delivering new knowledge and skills to families. The Family and Human Development Program has steadily increased its productivity over the past years. Information from research results will positively enhance the ways families deal with different problems and issues.

**3. Program existence :** Intermediate (One to five years)

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

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

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

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

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
801	Individual and Family Resource Management		25%		25%
802	Human Development and Family Well-Being		40%		40%
804	Human Environmental Issues Concerning Apparel, Textiles, and Residential and Commercial Structures		20%		20%
805	Community Institutions, Health, and Social Services		15%		15%
	<b>Total</b>		100%		100%

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

The population of Louisiana was 4,515,770 persons in 2004. The estimated number of children younger than age five was 317,392 which represent 7.10 percent of the population. The number of children under 18 years is 1,219,799 which represent 27.29 percent of the population. Minority groups make up 37 percent of the overall population of Louisiana. The population of

Louisiana, like other southern states, is shifting from rural to more urban areas and from a predominantly white racial make-up to greater ethnic and racial diversity.

Trends in family structure include grandparents raising grandchildren, stepfamilies, single-parent families, a decreasing number of married couples with children, an increase in households who are separated and/or cohabiting, a divorce rate of 50 percent and increasing numbers of single adults living with unmarried partners. The number of grandparents living in households with their own grandchildren under 18 years is 106,463 and those that are responsible for grandchildren are 66,592 (62.55 percent). Grandmothers who remain in the labor force represent 54 percent of which 35 percent live in poverty.

Approximately 275,000 families (16.6 percent) of the households were headed by single-parent in 2000, compared with 15.6 percent in 1990. In 2004, unmarried women accounted for 34 percent of all births in the United States, but 47 percent of all births in Louisiana. Parenting is difficult and most parents have received limited training to prepare them for guiding a child's growth and development. Problems are compounded by dysfunctional family relationships, by limited economic resources, and inadequate social support and parenting education

Income plays a major factor in raising children. The number of women who are in the work force is on the rise. In Louisiana, 67 percent of women are in the labor force; 69.3 percent are married with a spouse present. As a result, 78.6 percent of mothers with children under 6 years of age work; and 64.1 percent of mothers with children age 6-17 work. The recent hurricanes displaced many Louisiana families, caused job losses, and in some cases families lost their entire possessions. Children were particularly traumatized with severe long-term impacts.

Consumer debt is an economic reality for many families in Louisiana. Credit card debt was the fastest growing component and reflects the failure of many families to adopt spending plans to help balance their income and expenditures. Farm families, as well as urban families, experience problems in financial management. Researchers advise young families to save more, consume less, and obtain more education to improve their financial future.

The following issues are widespread in Louisiana:

- Inadequate education and job skills and unemployment
- Inadequate after school tutors for youth
- Inadequate resources (Manpower)
- Problem with family relations
- Need for workshops on communication
- Effects of divorced parents on children
- Increasing number of single parents
- Lack of affordable housing and jobs
- Recreation facilities for youth
- Senior health wellness program.
- Stress and lack of self-esteem
- Teenage pregnancy
- High dropout rate in schools
- Increasing elderly population and lack of care facilities
- Effects of cohabitation on marriage and family
- Inadequate facilities for supervised care for children
- Inadequate family budgeting
- Unprotected sex by adult and youth
- Low income families and poverty
- Low graduation rate
- High rate of child abuse/ neglect
- Low test scores

## 2. Scope of the Program

- Multistate Research
- In-State Research
- In-State Extension

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

**1. Assumptions made for the Program**

1. Level of funding will remain steady or increase.
2. Staffing will increase (additional funds to replace staff who leave, hire additional staff and to execute programs)
3. Present nutrition and health trend will continue.
4. Present economic crisis will be reversed.
5. Clients will participate and respond, and adopt new/innovative techniques.

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

1. Respond to the needs of diverse families and family structures by developing educational experiences that stimulate active learning, critical thinking and problem solving.
2. Educate parents, care givers and families on parenting practices and skills to create a safe and nurturing environment for children.
3. Promote among families the development of positive interpersonal relationships that enhance intellectual, social, emotional and physical development of family members.
4. Educate and assist families on how to set financial goals by practicing principles of prudent financial/resource management and planning.

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

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

Year	Extension		Research	
	1862	1890	1862	1890
2010	0.0	7.0	0.0	3.0
2011	0.0	7.0	0.0	3.0
2012	0.0	7.0	0.0	3.0
2013	0.0	7.0	0.0	3.0
2014	0.0	7.0	0.0	3.0

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

**1. Activity for the Program**

1. Extension and Research faculty work cooperatively to develop and disseminate educational materials devoted to helping the family set goals and manage limited resources.
2. Community Volunteers (advisory committee, Community organizations, etc.) will be organized to help disseminate information, increase awareness and implement programs.
3. Consumer curriculum will be designed to support objectives on financial planning and management.
4. Partnerships with banks and other financial agencies will be solicited and their expertise utilized.



Year	Research Target	Extension Target	Total
2010	0	0	0
2011	1	1	0
2012	1	1	0
2013	1	1	0
2014	1	1	0

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

**1. Output Target**

- 1. Number of educational program activities

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

- 2. Number of educational contacts

**2010** 40300                      **2011** 40300                      **2012** :40300                      **2013** 40300                      **2014** 40300

- 3. Number of published materials distributed

**2010** 20000                      **2011** 20000                      **2012** :20000                      **2013** 20000                      **2014** 21000

- 4. Number of research & extension outreach publications

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

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

<b>O. No</b>	<b>Outcome Name</b>
1	1. Percent of clients who gained new knowledge/skills, awareness and/or changed attitudes
2	2. Percentage of families or individuals who adopt recommendations
3	3. Percentage of clients who changed behavior or experienced positive changing family conditions

**Outcome #1**

**1. Outcome Target**

1. Percent of clients who gained new knowledge/skills, awareness and/or changed attitudes

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

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

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

- 1890 Extension
- 1890 Research

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

- 801 - Individual and Family Resource Management
- 802 - Human Development and Family Well-Being
- 804 - Human Environmental Issues Concerning Apparel, Textiles, and Residential and Commercial Structures
- 805 - Community Institutions, Health, and Social Services

**Outcome #2**

**1. Outcome Target**

2. Percentage of families or individuals who adopt recommendations

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

**2010** 60                      **2011** : 60                      **2012** : 60                      **2013** 60                      **2014** :65

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

- 1890 Extension
- 1890 Research

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

- 801 - Individual and Family Resource Management
- 802 - Human Development and Family Well-Being
- 804 - Human Environmental Issues Concerning Apparel, Textiles, and Residential and Commercial Structures
- 805 - Community Institutions, Health, and Social Services

**Outcome #3**

**1. Outcome Target**

3. Percentage of clients who changed behavior or experienced positive changing family conditions

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

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

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

- 1890 Extension
- 1890 Research

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

- 801 - Individual and Family Resource Management
- 802 - Human Development and Family Well-Being
- 804 - Human Environmental Issues Concerning Apparel, Textiles, and Residential and Commercial Structures

- 805 - Community Institutions, Health, and Social Services

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

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

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

#### **Description**

Lessons learned from the natural disasters especially the 2005 hurricanes (Katrina and Rita) and hurricane Gustav of 2008 remind us that we have to plan for external factors. Louisiana, due to its geographical location, is prone to both adverse and beneficial weather conditions which could affect program outcomes. Secondly, the state economy relies heavily on oil production. An increase or decrease in oil prices can increase or decrease the state's revenues respectively, thus impacting severely on budget appropriations. Additionally, both federal and state dollars received for formula funds have been "flat" for several years. An increase in the consumer price index will definitely reduce the purchasing power of these funds. Public policy changes, government regulations and competing priorities could affect the program either positively or negatively, depending on whether they favor or work against the program goals. Population changes and competing programmatic challenges have the potential of affecting the outcomes of the program. For instance, families evacuated during the 2005 hurricanes may decide to return to the state or they may decide to move to other states. If welfare programs or government funded aids to needy families change, population could change thus impacting the outcome of this planned program.

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

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

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

#### **Description**

Post program, before and after program, during program, and comparison studies will be employed. Other methods will be incorporated when appropriate and feasible. The main focus of evaluation will be on determining the level(s) to which program activities carried out met and addressed the critical needs of participants and how citizens benefited, solved problems, or realized improved quality of life by participating in the program. To ensure that evaluation is culturally contextual, stakeholders' involvement and inputs have been strongly encouraged and utilized to establish priorities, goals and objectives consistent with state, regional and national issues based on the land-grant philosophy and mission. Evaluation will provide further inputs as to continuing with established priorities, goals and objectives or making changes to them. Additionally, performance indicators will be used to measure progress in accomplishing the objectives set by the Center.

Evaluation studies will ensure that educational programs implemented by the SU AgCenter are available and useful to all citizens of Louisiana and primarily to clients in the areas of family development, human development and human sciences, and to urban and rural dwellers, youth, faith and community leaders, and families. Also, evaluation will authenticate the validity of data reported about the program.

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

- Whole population
- Structured
- Telephone
- On-Site
- Mail
- Portfolio Reviews
- Sampling
- Unstructured
- Observation

**Description**

Evaluation studies using mail, telephone and/or on-site observations will primarily be conducted. Other methods will be incorporated when appropriate and feasible to ensure that important qualitative data are obtained.

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

**Program #5**

**1. Name of the Planned Program**

V. YOUTH DEVELOPMENT

**2. Brief summary about Planned Program**

The plan is to develop and implement after school enrichment programs which focus on life skills, environmental skills, and social skills, academic enhancement and leadership skills. Opportunities will be created for experiential learning among participating youth. The youth development programs are designed to train extension agents and existing volunteers to work with and teach potential volunteers about working with youth; train staff how to recruit and support volunteers and parents; train staff to recognize and evaluate volunteers and parents' success. The total youth development program is aimed at: developing innovative activities that fit the needs and interest of youth; targeting different skill levels through experiential learning; and implementing continuous evaluation of program. Implement innovative programs for rural and urban youth. Focus the learning experience on children, youth, and families in communities from at risk environments to increase self-reliance, self-esteem, and confidence. Teach business ethics and business etiquette as prerequisite to business start-up. Teach professional image skills for traditional employment and self employment. Increase the level of awareness of available funding, and show aspiring entrepreneurs how to identify potential business opportunities. Youth Development Program is unique because its activities derives heavily from all other planned programs in the SU Ag Center. The majority of the faculty, staff, and even students of Southern University participate and contribute their time to ensure the success of this program.

**3. Program existence :** Intermediate (One to five years)

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

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

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

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

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
803	Sociological and Technological Change Affecting Individuals, Families and Communities		20%		20%
805	Community Institutions, Health, and Social Services		20%		20%
806	Youth Development		60%		60%
	<b>Total</b>		100%		100%

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

**1. Situation and priorities**

An increasing proportion of American children are at substantially higher risks for negative outcomes such as undernourishment, child abuse and neglect, poor health, substance abuse, teenage pregnancy, violence and academic underachievement, due to conditions beyond their control. According to the 2004 U.S. Census Bureau statistics, 17.8% of U.S. children live in poverty. The percentage of children living in poverty is even greater in the state of Louisiana. Although poverty has increased throughout the U.S., it remains considerably high among youth in Louisiana with a large percentage accounting

for youth under age 18 According to the 2004 data, Louisiana ranks in the lower one-third among the 50 states for quality of life for its youth. The state is ranked number one in the number of youth living in poverty, single parent families, health problems, and parents without high school education. These factors place about 60 percent of Louisiana's youth at risk. Some positive effects of adolescent employment include increased personal responsibility and earning power; development of social skills; improved grades and participation in school-related activities; higher self-esteem; and increased self-direction and independence. Further, research suggests that youth who work in non-structured work environments have higher grades than those who did not work or worked in a structured work environment. Youth are our nation's future. It is important that they are advised that self employment is another option to financial freedom.

Although cigarette smoking has declined significantly among high school students, the smoking rate among middle school students has remained the same. Youth tend to underestimate the likelihood that they will become addicted. Almost 75 percent of youth who smoked daily while they were in high school are still smoking seven to nine years later, eventhough in high school only 5 percent thought they would be smoking five years later.

In a reversal of past trends, a new study by the Substance Abuse and Mental Health Services Administration (SAMHSA) of the United States Department of Health and Human Services indicates that adolescent girls are trying marijuana, alcohol and cigarettes at higher rates than boys. The study shows that 1.5 million girls ages 12 to 17 started drinking alcohol in 2004, the most recent year for which data is available. That compares with 1.28 million boys. Among the same group, 730,000 girls started smoking cigarettes in 2004, compared with 565,000 boys, and 675,000 girls started using marijuana compared with 577,000 boys. The nationwide survey, based on interviews with 70,000 families, also found that girls surpassed boys in abusing prescription drugs. Of the youth surveyed in 2004, 14.4 percent of girls and 12.5 percent of boys reported misusing prescription drugs.

## **2. Scope of the Program**

- Multistate Extension
- In-State Extension
- In-State Research

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

### **1. Assumptions made for the Program**

1. Level of funding will remain steady or increase.
2. Staffing will increase (additional funds to replace staff who leave, hire additional staff and to execute programs)
3. Present nutrition and health trend will continue.
4. Present economic crisis will be reversed.
5. Clients will participate and respond, and adopt new/innovative techniques.

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

1. Provide educational information to rural and urban youth about the consequences of engaging in risky behaviors (i.e., tobacco and other substance use/abuse, sexual activity, poor eating habits, violence).
2. Conduct after school educational activities to assist youth in homework and test taking skills which could improve test scores and GPA.
3. Increase volunteer/parental involvement and participation in promoting the social, emotional, and academic growth of children.
4. Focus on innovative youth development activities that allow youth from various communities to gain competencies in life skills and develop their potentials.

5. Develop youth entrepreneurship activities which meet the needs of community participants.

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

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

Year	Extension		Research	
	1862	1890	1862	1890
2010	0.0	11.0	0.0	2.0
2011	0.0	11.0	0.0	2.0
2012	0.0	11.0	0.0	2.0
2013	0.0	11.0	0.0	2.0
2014	0.0	11.0	0.0	2.0

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

**1. Activity for the Program**

1. The following activities will be continued: Livestock, Poultry and Rabbit Show; Youth Educational Support (YES) and After School Program; Parish Achievement Days; Science Fairs; Field Trips; Family and Youth Exposition.

2. Meetings/workshops; PSA'S, fact sheets, mentoring programs (with community leaders); and commercial peer counseling will be developed or conducted.

3. Research will be conducted; findings and other useful information will be communicated to youth through extension personnel in the form of publications, conferences, workshops, field days, home/office visits, demonstrations and other educational resources.

4. Collaborate, cooperate and partner with local, state and federal agencies, institutions, groups, private organizations/associations in seeking and delivering services to citizens.

5. Hire additional experienced personnel and build capacity to respond to clientele needs.

6. Develop a disaster plan including mechanisms for assistance to victims.

7. Develop a plan for engaging volunteers/parents in parish programs.

8. Design a volunteer/parents development activities and educate youth development agents and other community-based programs that have youth development responsibilities.

9. Conduct a volunteer/parent conference for volunteers and explore the ways to organize a volunteer/parent development committee in each parish.

10. Conduct innovative programs that will enhance social status for rural and urban youth.

11. Focus on the learning experience of children, youth, and families in communities with at risk environments to increase self-reliance, self-esteem, and confidence.

12. Develop a promotional packet for the youth's development program and train extension agents and volunteer leaders to use the packet.

13. Teach youth the theoretical aspects of entrepreneurship, provide general business education seminars and offer self-esteem training as preparation for self-employment.

14. Teach business ethics and business etiquette as prerequisite to business start-up and teach professional image skills for traditional employment and self employment.

15. Show aspiring entrepreneurs how to identify potential business opportunities.

16. Update educational fact sheets and brochures on tobacco use and disseminate age-appropriate educational fact sheets and brochures on risky behaviors.

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

Extension	
Direct Methods	Indirect Methods
<ul style="list-style-type: none"> <li>● Workshop</li> <li>● Group Discussion</li> <li>● Education Class</li> <li>● Demonstrations</li> <li>● Other 1 (Home Visits)</li> <li>● One-on-One Intervention</li> </ul>	<ul style="list-style-type: none"> <li>● Newsletters</li> <li>● TV Media Programs</li> <li>● Other 1 (Radio Programs)</li> <li>● Other 2 (Newspaper/Print Media)</li> <li>● Public Service Announcement</li> <li>● Web sites</li> </ul>

**3. Description of targeted audience**

A large number of children under 18 years of age are placed at risk because their families survive on low income and limited resources. They lack knowledge, information, and/or skills to utilize existing resources to improve their quality of life. The program targets such children ages 5 -18 years who are vulnerable to these situations. Parents and/or guardians of these children are also targeted. Additionally, children and adolescents who are placed at risk, those who are potentially at risk and children who need various forms of mentoring will be the beneficiaries. It is also necessary to train program staff and volunteers to ensure effective and efficient delivery of information.

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

**1. Standard output measures**

**Target for the number of persons(contacts) to be reached through direct and indirect contact methods**

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2010	0	0	30300	150500
2011	0	0	30300	151000
2012	0	0	30300	151500
2013	0	0	30300	152000
2014	0	0	30300	152000

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

**Expected Patent Applications**

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

**3. Expected Peer Review Publications**

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

## V(H). State Defined Outputs

### 1. Output Target

- 1. Number of educational program activities

<b>2010</b> 400	<b>2011</b> 400	<b>2012</b> 400	<b>2013</b> 400	<b>2014</b> 400
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- 2. Number of educational contacts

<b>2010</b> :182300	<b>2011</b> 182300	<b>2012</b> :182300	<b>2013</b> :182300	<b>2014</b> :182300
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- 3. Number of published materials distributed

<b>2010</b> 50000	<b>2011</b> 50000	<b>2012</b> :50000	<b>2013</b> 50000	<b>2014</b> 50000
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- 4. Number of research & extension outreach publications

<b>2010</b> 5	<b>2011</b> 5	<b>2012</b> :5	<b>2013</b> 5	<b>2014</b> 5
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**V(I). State Defined Outcome**

<b>O. No</b>	<b>Outcome Name</b>
1	2. Number of youth participants involved in community activities
2	3. Percent of youth who gained new knowledge/skills, awareness and/or changed opinions
3	4. Percentage of youth who changed behavior or experienced positive life changing conditions
4	1. Number of volunteer leaders (trained to lead youth participants)

**Outcome #1**

**1. Outcome Target**

2. Number of youth participants involved in community activities

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

**2010** :3500                      **2011** : 4000                      **2012** : 4200                      **2013** :4200                      **2014** :4200

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

- 1890 Extension
- 1890 Research

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

- 805 - Community Institutions, Health, and Social Services
- 806 - Youth Development

**Outcome #2**

**1. Outcome Target**

3. Percent of youth who gained new knowledge/skills, awareness and/or changed opinions

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

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

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

- 1890 Extension
- 1890 Research

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

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

**Outcome #3**

**1. Outcome Target**

4. Percentage of youth who changed behavior or experienced positive life changing conditions

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

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

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

- 1890 Extension
- 1890 Research

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

- 805 - Community Institutions, Health, and Social Services
- 806 - Youth Development

**Outcome #4**

**1. Outcome Target**

1. Number of volunteer leaders (trained to lead youth participants)

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

2010 :600

2011 : 600

2012 : 700

2013 :700

2014 :750

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

- 1890 Extension
- 1890 Research

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

- 806 - Youth Development

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

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

**Description**

Lessons learned from the natural disasters especially the 2005 hurricanes (Katrina and Rita) remind us that we have to plan for external factors. Louisiana, due to its geographical location, is prone to both adverse and beneficial weather conditions which could affect program outcomes. Secondly, the state economy relies heavily on oil production. An increase or decrease in oil prices can increase or decrease the state's revenues respectively, thus impacting severely on budget appropriations. Additionally, both federal and state dollars received as formula funds have been "flat" for several years. An increase in the consumer price index will definitely reduce the purchasing power of these funds. Public policy changes, government regulations and competing priorities could affect the program either positively or negatively, depending on whether they favor or work against the program goals. Population changes and competing programmatic challenges have the potential of affecting the outcomes of the program. Peer pressure appears to be an important factor affecting youth behavior and subsequently could impact on planned program outcomes.

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

- Comparison between locales where the program operates and sites without program intervention
- During (during program)
- After Only (post program)
- Comparisons between program participants (individuals,group,organizations) and non-participants
- Before-After (before and after program)

**Description**

Post program, before and after program, during program, and comparison studies will be employed. Other methods will be incorporated as appropriate and feasible. The main focus of evaluation will be on determining the level(s) to which program activities carried out met and addressed the critical needs of participants and how citizens benefited, solved problems, or realized improved quality of life by participating in the program. To ensure that evaluation is culturally contextual, stakeholders' involvement and inputs have been strongly encouraged and utilized to establish priorities, goals and objectives consistent with state, regional and national issues based on the land-grant philosophy and mission. Evaluation will provide further inputs as to continuing with established priorities, goals and objectives or making changes to them. Additionally, performance indicators will be used to measure progress in accomplishing the objectives set by the Center.

Evaluation studies will ensure that educational programs implemented by the SU Ag Center are available and useful to all youth in Louisiana and primarily to the urban and rural dwellers, and to faith and community leaders, families and related organizations associated with youth development. Also, evaluation will authenticate the validity of data reported about the program.

## 2. Data Collection Methods

- Observation
- Portfolio Reviews
- Sampling
- Telephone
- On-Site
- Whole population
- Unstructured
- Structured
- Mail

### Description

Evaluation studies using mail, telephone and/or on-site observations will primarily be conducted. Other methods will be incorporated when appropriate and feasible to ensure that important qualitative data are obtained. To ensure confidentiality, concerted efforts will be made to protect the identity of youth during these exercises.

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

**Program #6**

**1. Name of the Planned Program**

VI. ECONOMIC AND COMMUNITY DEVELOPMENT

**2. Brief summary about Planned Program**

Economic development allows a community to make itself ready to accommodate the retention, startup, location, or expansion of an enterprise. Economic development occurs as the community’s economy is vitalized by the creation of jobs which encourages an increase in personal and community wealth, or the useful distribution of capital that are generated to the locality from external sources. The planned program will work with existing organizations to strengthen economic links between businesses, community based organizations and outreach education. Participants in this program will be provided educational materials dealing with the principles of running profitable businesses, the art of sustainable development and economic diversity. Educational materials and training in business management, finance, taxation, consumer issues, community resource planning and development also be made available to participants. As an important component, this program will ensure that community and economic development efforts are inclusive of all minorities in the state of Louisiana. Louisiana is becoming more culturally diverse and the program will benefit from this rich cultural diversity.

Current economic crisis is negatively impacting individuals, families, businesses, and communities. The planned program will seek collaboration, cooperation and partnership with local, state and federal agencies, institutions, groups, private organizations/associations in seeking and delivering services to citizens. Faith community and non-profit organizations will be involved in enhancing the delivery of services to citizens of the state.

**3. Program existence :** Intermediate (One to five years)

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

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

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

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

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
601	Economics of Agricultural Production and Farm Management		20%		20%
602	Business Management, Finance, and Taxation		20%		20%
607	Consumer Economics		30%		30%
608	Community Resource Planning and Development		30%		30%
	<b>Total</b>		100%		100%

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

### 1. Situation and priorities

The citizens of Louisiana continue to suffer economically and socially because of earlier dependency on the currently depressed petroleum and agricultural industries. Their plight has been exacerbated by the 2005 Hurricanes Katrina and Rita that rendered the economy of most of south Louisiana virtually unviable. Louisiana is ranked among the top five states for poverty and for the opportunities of mainstream America. The poverty rate in U.S is 12.0 percent but, in Louisiana, the rate is 17.0 percent. The poverty rate in rural Louisiana is as high as 27 percent in some parishes (counties). USDA describes eight parishes (East Carroll, Evangeline, Lincoln, Madison, Natchitoches, Orleans, St. Landry and Tensas) in Louisiana as "housing stress parishes". For over forty years, community based organizations have struggled to address problems of social, economic and physical distress in low to moderate-income communities throughout the United States. Despite the impressive growth of community based organizations in Louisiana during the past decade, these organizations face numerous human and organizational deficiencies. To flourish in an economy that demands increased accountability, community based organizations need strategies and directions to be effective in their endeavors.

One of the key factors impacting urban and rural communities is the need to have an adequate knowledge and skill based economy to meet the needs of our society. Information and technology impact all types of industries from retail and wholesale to manufacturing and service firms. It is changing the speed of business, the skills of workers, and the expectations of consumers. Linking community and economic development strategies to these trends will be critical.

The economic and community development program works with faith-based and other social and civic organizations to explore and develop enterprises that will foster long-term economic viability. The following issues that plague the citizens of the state will be addressed:

- Poverty
- Unemployment
- Lack of (and low) job skills
- Lagging leadership skills
- Low organizational ability
- Low business sustainability
- Youth flight
- Low business development skills
- Low number of affordable housing
- Inadequate access to program information
- Low educational attainment
- Inadequate economic, social, and cultural infrastructure
- Low trust, responsibility, pride, and cooperation
- Prevalent crime and low safety

- Continuing environmental and health problems

**2. Scope of the Program**

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

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

**1. Assumptions made for the Program**

1. Level of funding will remain steady or increase.
2. Staffing will increase (additional funds to replace staff who leave, hire additional staff and to execute programs)
3. Present nutrition and health trend will continue.
4. Present economic crisis will be reversed.
5. Clients will participate and respond, and adopt new/innovative techniques.

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

1. Provide entrepreneurial management and technical assistance that promote innovative and sustainable businesses with limited resources in Louisiana.
2. Assist community and faith based organizations to build their capacity as they accomplish their mission.
3. Help local community and organizational leaders and residents acquire skills, obtain relevant information/data and build management capacity to successfully manage a community or city, thus developing the policies and strategic plans and alliances needed for this success.
4. Support an improved quality of life and growing diversity of targeted communities in the state of Louisiana.
5. Promote active partnerships between businesses, community based organizations, public agencies and elected leadership.

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

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

Year	Extension		Research	
	1862	1890	1862	1890
2010	0.0	6.0	0.0	2.0
2011	0.0	6.0	0.0	2.0
2012	0.0	6.0	0.0	2.0
2013	0.0	6.0	0.0	2.0
2014	0.0	6.0	0.0	2.0

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

**1. Activity for the Program**

1. Work with existing organizations to strengthen links between businesses, community based organizations and outreach education.
2. Assist established businesses with planning, market assessment, management, and marketing strategies.
3. Recruit aspiring entrepreneurs and assist them with the development of business plans.
4. Assist local farmers and other persons to develop alternative enterprise initiatives for rural businesses.
5. Encourage the development of agribusinesses to include utilization of niche markets (vegetables, organic products pasture-raised poultry and beef, etc.) for agricultural producers.
6. Empower community leaders and residents in the targeted areas to develop strategic plans for optimum utilization of natural resources
7. Communicate and disseminate research findings to customers through extension personnel in the form of publications, conferences, workshops, field days, home/office visits, demonstrations and other educational resources.
8. Organize grant writing workshops to empower individuals, businesses and communities enhance their skills on how to write for successful grants.
9. Collaborate, cooperate and partner with local, state and federal agencies, institutions, groups, private organizations/associations in seeking and delivering services to citizens.
10. Hire additional experienced personnel and build capacity to respond to clientele needs.
11. Develop a disaster plan including mechanisms for assistance to victims.
12. Establish a mobile technology laboratory to provide computer technology to rural underserved communities and host business development and seminars on other topics in the community via the laboratory.
13. Provide internet websites linking community leaders and residents to available economic development and other educational information.
14. Encourage asset building programs (individual development accounts, connecting tax refunds to savings, financial education linked to children’s savings accounts and credit builder products tied to consumer or mortgage loans.
15. Promote financial education, i.e., home ownership programs, financial literacy and youth financial education.
16. Encourage community organizations and resident involvement. Provide community leaders with advice and recommendations regarding best practices in community economic development stimulus programs for their communities.
17. Organize and offer a special Summer Enrichment program for youth ages 6-18 with workshops in character development, entrepreneurship, leadership, nutrition, the Arts, gardening and other pertinent topics.
18. Provide personal development opportunities for youth to strengthen their competencies to become productive and responsible members of society.

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

<b>Extension</b>	
<b>Direct Methods</b>	<b>Indirect Methods</b>
<ul style="list-style-type: none"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● Other 1 (Home/Office Visits)</li> <li>● Demonstrations</li> <li>● One-on-One Intervention</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Other 1 (Radio Programs)</li> <li>● Other 2 (Newspapers/Print Media)</li> <li>● TV Media Programs</li> <li>● Newsletters</li> <li>● Web sites</li> </ul>

**3. Description of targeted audience**

Rural and urban dwellers in the United States continue to experience high levels of poverty due to lack of economic opportunities. Improving this low quality of life is the focus of this planned program. About 17 percent of Louisiana residents (and in some of the rural parishes or counties as high as 27 percent) live below the poverty level. The majority of these communities lack opportunity for business start-ups, business expansions, housing, economic development and growth. Under-represented, underserved, socially and economically disadvantaged groups in traditionally agricultural and urban communities in the State will be targeted for the purpose of encouraging business and economic development.



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

<b>O. No</b>	<b>Outcome Name</b>
1	1. Percent of clients who gained new knowledge/skills, awareness and/or changed attitudes
2	2. Percentage of clients who adopt recommendations
3	3. Percentage of clients who utilized skills to gain positive economic results

**Outcome #1**

**1. Outcome Target**

1. Percent of clients who gained new knowledge/skills, awareness and/or changed attitudes

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

**2010** 80                      **2011** : 80                      **2012** : 80                      **2013** 80                      **2014** :0

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

- 1890 Extension
- 1890 Research

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

- 601 - Economics of Agricultural Production and Farm Management
- 602 - Business Management, Finance, and Taxation
- 607 - Consumer Economics
- 608 - Community Resource Planning and Development

**Outcome #2**

**1. Outcome Target**

2. Percentage of clients who adopt recommendations

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

**2010** 60                      **2011** : 60                      **2012** : 60                      **2013** 60                      **2014** :0

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

- 1890 Extension
- 1890 Research

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

- 601 - Economics of Agricultural Production and Farm Management
- 602 - Business Management, Finance, and Taxation
- 607 - Consumer Economics
- 608 - Community Resource Planning and Development

**Outcome #3**

**1. Outcome Target**

3. Percentage of clients who utilized skills to gain positive economic results

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

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

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

- 1890 Extension
- 1890 Research

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

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

- 608 - Community Resource Planning and Development

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

### 1. External Factors which may affect Outcomes

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

#### Description

Lessons learned from the natural disasters especially the 2005 hurricanes (Katrina and Rita) and 2008 hurricane Gustav remind us that we have to plan for external factors. Louisiana, due to its geographical location, is prone to both adverse and beneficial weather conditions which could affect program outcomes. Secondly, the state economy relies heavily on oil production. An increase or decrease in oil prices can increase or decrease the state's revenues respectively, thus impacting severely on budget appropriations. Additionally, both federal and state dollars received as formula funds have been "flat" for several years. An increase in the consumer price index will definitely reduce the purchasing power of these funds. Public policy changes, government regulations and competing priorities could affect the program either positively or negatively, depending on whether they favor or work against the program goals. Population changes and competing programmatic challenges have the potential of affecting the outcomes of the program.

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

### 1. Evaluation Studies Planned

- Comparison between locales where the program operates and sites without program intervention
- Comparisons between program participants (individuals,group,organizations) and non-participants
- During (during program)
- After Only (post program)
- Before-After (before and after program)
- Case Study

#### Description

Post program, before and after program, during program, and comparison studies will be employed. Other methods will be incorporated as appropriate and feasible. The main focus of evaluation will be on determining the level(s) to which program activities carried out met and addressed the critical needs of participants and how citizens benefited, solved problems, or realized improved quality of life by participating in the program. To ensure that evaluation is culturally contextual, stakeholders' involvement and inputs have been strongly encouraged and utilized to establish priorities, goals and objectives consistent with state, regional and national issues based on the land-grant philosophy and mission. Evaluation will provide further inputs as to continuing with established priorities, goals and objectives or making changes to them. Additionally, performance indicators will be used to measure progress in accomplishing the objectives set by the Center.

Evaluation studies will ensure that educational programs implemented by the SU Ag Center are available and useful to all citizens of Louisiana and primarily to clients in the areas of economic and community development and human sciences, and to urban and rural dwellers, youth, government officials, faith and community leaders, and families. Also, evaluation will authenticate the validity of data reported about the program.

### 2. Data Collection Methods

- Portfolio Reviews
- Mail
- Whole population
- Case Study
- Sampling
- Structured
- Telephone
- Observation
- Unstructured
- On-Site

**Description**

Evaluation studies using mail, telephone and/or on-site observations will primarily be conducted. Whole population and other methods will be incorporated whenever appropriate and feasible.