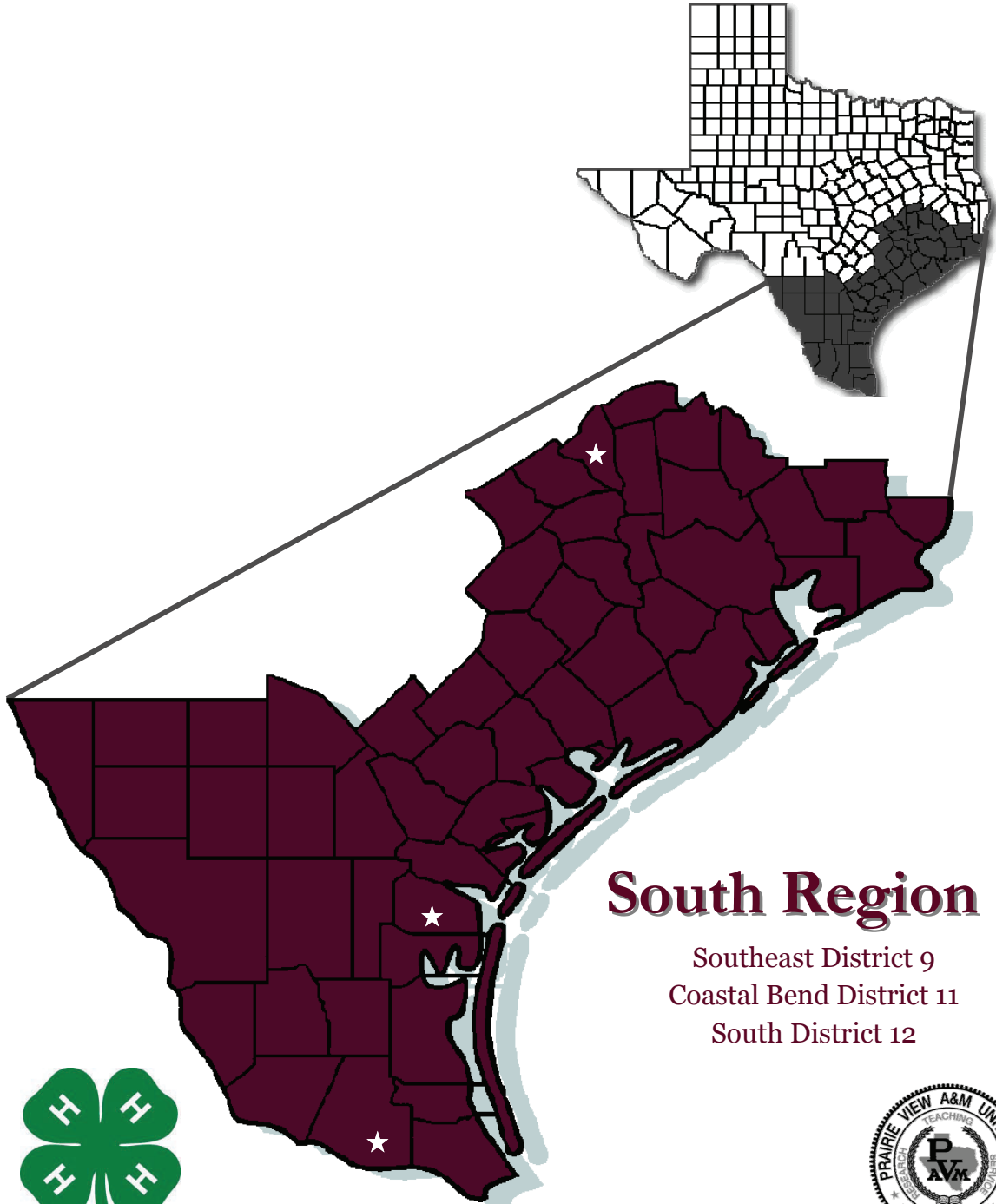


AgriLIFE EXTENSION

Texas A&M System

Improving Lives. Improving Texas.

2007 Programmatic Outcomes



South Region

Southeast District 9
Coastal Bend District 11
South District 12



ENSURE A SUSTAINABLE, PROFITABLE, AND COMPETITIVE FOOD AND FIBER SYSTEM IN TEXAS.

Texas livestock and poultry sustainable and profitable management systems

Relevance/Response: Beef Cattle production contributes positively to the economic health in each county in the South Region. Estimates of all cattle and calf inventories in the South Region stand at 2,924,000 head (2007). This cattle inventory was also estimated to have a value of \$1,206,719,880 for 2007. Committees delivered 177 educational sessions providing 309,447 instructional contact hours in support of this objective.

Results and evidence of change/benefits:

- Program participants recovering from drought indicated a savings of \$1.18 per acre as a direct result of program participation. This correlated to a total of \$550,709.54 in savings across the 466,733 acres positively impacted.
- 25 of 25 (100%) of program participants stated they increased their knowledge of proper use of liquid fertilizer and its benefits sustainably versus granular fertilizers. 24 of 25 (96%) participants stated they would adopt the practice of using liquid fertilizer versus granular fertilizer based on economic benefits of such a change.
- 80 of 102 (78.9%) of program participants noted an increase in knowledge related to the importance of using bio-security to maintain herd health.
- Added value of \$449.84 per head was realized by commercial cattle producers by participating in Extension cattle marketing program versus marketing cattle through a more traditional weekly auction barn system. Total increased value to all producers involved was \$324,331.47.
- 38 of 40(95%) of program participants stated they most likely or definitely would adopt new marketing strategies.
- Based on 36 producers that completed surveys, 13% reported they had a drought management plan prior to program participation. Upon completion of the Extension program, this increased to 72% of the participants. Additionally, 36% reported an average adoption rate of recommended rangeland management practices prior to the program. This increased to an average adoption rate of 74% of recommended rangeland management practices after the program.

Crop production and profitability

Relevance/Response: Crop production in the region centers around cotton, grain sorghum, corn and rice. Acres are planted in soybeans, vegetables, and sugarcane. Dryland production comprises the largest number of acres. However, irrigation plays a significant role in production in several areas of the region. Economic value of the top four crops based on acreage was estimated at \$819,202,640 for 2007.

Top Row Crop Commodities

Commodity	# Acres
Cotton	1,189,600
Grain Sorghum	1,033,800
Corn	463,700
Rice	117,393

USDA NASS estimates for 2006 - 07

Results and evidence of change/benefits:

- A total of 5 out of 5 (100%) agricultural producers employing irrigation to their management systems indicated knowledge gained by participation in program related to analysis of their cropping practices and reported they were better prepared to make management decisions. Knowledge gained as valued by participants ranged from \$10 to greater than \$60 per acre, with the average response equal to \$28 per acre. This equated to a total value of \$392,000 economic benefit across all impacted acres.
- By participating in a nutrient management program, agricultural producers saved \$9.47 to \$27.07 per acre. It has been projected that nitrogen fertilizer applications were reduced by 1,742,321 pounds, while, phosphorus fertilizer applications were reduced by 2,345,310 pounds. Such reductions not only save agricultural producers money but also reduce the risk of surface and groundwater contamination related to off-target losses of agriculture chemicals.
- A total of 12 of 12 (100%) of producers surveyed indicated they increased their understanding of Precision Agriculture and how it may benefit their operation. Additionally, 8 of 12 (66%) indicated intention to increase the use of Precision Agriculture technologies in their operation.
- Cotton producers learned that chemically spraying standing cotton stalks is 100% effective and cost producers \$4.87/acre versus the traditional stalk destruction method of shredding/pulling which costs \$12.00/acre and is only 92% effective. This represents a savings of \$7.13/acre. Estimating that shredding/pulling is utilized on 50% of the cotton acres, moving to chemical termination would potentially mean a savings of \$125,000 for producers. However, more importantly, experts estimate that each hostable plant remaining after the destruction deadline is capable of producing 200 boll weevils. With a 92% shredding/pulling termination rate an estimated 3,200 boll weevils/acre could be reared following the stalk destruction deadline causing post destruction program cost to remain over \$500,000 figure.

- 35 of 78 (44%) of grain handlers indicated they would adopt best management practices recommended at the Texas Gulf Coast Grain Handlers Conference related to use of protectants on stored grain.

New landowner education

Relevance/Response: People are continuing to migrate from the urban centers of Texas and seek to establish weekend retreats, ranchettes, or even completely relocate to rural areas of Texas. Such a migration has resulted in land ownership becoming a experience for people who are unfamiliar with the challenges, obligations, and opportunities of managing land parcels. This growing audience needs specific skills and training to help them establish and achieve their new goals. In addressing the needs of this audience, several counties worked with their program area committees and the South Region Small Landowner Regional Team to develop, deliver, and evaluate some 39 educational opportunities with 3,893 contact hours for this fast-growing audience.

Results and evidence of change/benefits:

- Forty program participants indicated a 66.6% increase in knowledge of forage and fertility management. In addition, participants reported an average economic value of 40,844.39 for their operation based on participation in program.
- 90% of participants rated their understanding of hay production as good to excellent after completing the program.
- Respondents reported a 300% increase in knowledge related to the proper administration of vaccines to cattle after participating in the training. This group also reported an increase of understanding of 100% related to weed control through mechanical means (pasture management) verses sole use of chemical control methods.
- 8 of 9 (88.9%) of respondents stated they would likely adopt or would adopt practices associated with applying best livestock management production practices to their operation as a result of the series.
- A positive change of 1.46 on a scale of 1 to 4 in understanding of methods to manage native grassland was reported by participants in an educational series. Participants reported a positive change of 1.54 on the same scale related to understanding the signs of a healthy, at-risk, and unhealthy rangeland.
- 63.6% of the total respondents (11) indicated what they learned provides them with the ability to analyze their land situation and make better land management decisions. 70.5% of these same respondents indicated they anticipated benefitting economically as a direct result of what they learned from this Extension series of educational programs.

Counties	# farms based on size in acres			
	10-49	50-69	70-99	100-139
Atascosa	341	117	99	152
Austin	632	213	233	226
Brazoria	945	196	138	177
Colorado	295	206	173	166
Fayette	729	353	384	381
Ft.Bend	573	126	115	123
Harris	1013	173	179	141
Jefferson	262	36	42	45
Victoria	353	103	123	108
Waller	605	126	125	120
Washington	779	254	258	262

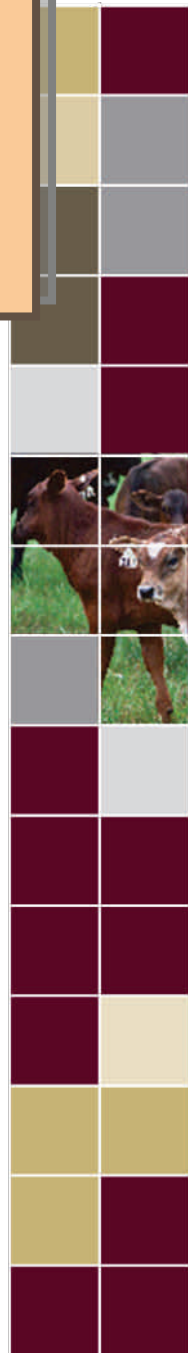
2002 Census of Agriculture

Water

Relevance/Response: Growing concern related to water quality contamination associated with land use in rural and urban settings is a growing concern in the South Region of Texas. Concerns include surface water contamination, health concerns related to contact water recreation, contamination of food supplies including vegetables and shell fish, and loss of aquatic plant and animal habitat. Educational sessions were conducted with agricultural workers, landowners, master gardeners/master naturalists, teachers, homeowners, and others.

Results and evidence of change/benefits:

- 71 of 194 (37%) now employ soil testing as part of their home landscape fertilization program. 132 of 196 (67%) now apply less water to their turf thus reducing water consumption and the risk of off-target losses of pesticides and fertilizers in surface runoff.
- 13 of 13 (100%) of participants stated they probably or definitely will treat pest problems with integrated pest management (IPM) strategies in the urban landscape. 9 of 13 (69%) will or definitely will conduct an irrigation audit on their systems to reduce irrigation water losses.
- 175 agricultural workers who work over 1,100 acres of fresh fruits and vegetables in the Texas Winter Garden Region were trained on proper worker hygiene and practices to reduce contamination to agricultural products in the field and the packing shed. 100% of the participants in this program successfully completed all training requirements for fruit and vegetable handling thus reducing risk of food-borne illness through consumption of improperly handled food.
- 94% of 13 respondents indicated that best management practices learned in the EarthKind program would benefit them economically in their landscapes.



BUILD LOCAL CAPACITY FOR ECONOMIC DEVELOPMENT IN TEXAS COMMUNITIES.

Nature Tourism

Relevance: It is vital that community officials, decision makers and businesses gain knowledge, identify resources, and develop plans to aid in the assessment of natural surroundings as they relate to nature tourism.

Response/Results: Sixteen independent educational sessions and planning meetings targeting 181 planners, mostly chambers of commerce and business owners, were held in the South Region with assistance from County Extension Agents to help stimulate interest and develop economic growth by utilizing the ambiance of small towns. As a result 4 birding events in addition to 3 food festivals, 3 holiday celebrations, 8 craft days, and 1 antique auto show were added to the line-up of activities to boost community interest and profits, and family participation.

Response/Results: One-hundred forty-four sessions made up of tours, workshops and seminars reaching over 5860 contacts, were conducted by Master Naturalist volunteers with the help of over 40 collaborators. Topics to create a positive awareness of our local environment included wildlife and native plant identification and management, aquaculture-related opportunities, promotional opportunities, etc. - all relating to nature appreciation. The target audience included local citizens, landowners, special interest groups, elected/appointed official and youth.

Preparing for Disasters

Relevance: Texas is the "Land of Contrast," in which a year does not pass without some areas of the state facing some type of disaster. Most recently, it has been drought, wildfires and the never-ending aftermath of Hurricanes Dean, Katrina and Rita. Responsibility for emergency management is under the jurisdiction of the county judge and mayors of towns and cities. Texas AgriLife Extension Service has a definite role to play in assisting local leaders and elected officials with education in preparation for impending disasters, during recovery from disasters and the aftermath.

Response/Results:

- **Animal Issues Committees** - Agents are working to coordinate Animal Issues Committees with county OEMs. Agents met 55 times for 354 contacts to review county animal issue plans, and to discuss preparations for Hurricane Dean and the threat of wildfires, update evacuation routes, coordinate with first responders and to review small and large animal shelter updates.
- **Youth Programs** - 'Patriotism Through Preparedness' and other programs targeting youth reached 450 in 17 counties. Most emphasis was on preparing our youth for tornados, hurricanes and floods. Post evaluation data show 77% of families have talked about *what to do in case of an emergency* (22% increase over pretest), 51% of the families now have a plan in place (24% increase), and 17% now have a emergency supply kit ready for use (12% increase).
- **Workshops/Seminars** - Face-to-face hurricane, emergency and disaster preparedness group-related programs reached nearly 5,000 with most emphasis along the first and second tier of coastal counties. Collaborators included city and county governments, Red Cross, insurance companies, healthcare providers, local retailers and Chambers of Commerce. In addition, another 26,000+ indirect contacts were made through newsletters which included information in conjunction with National Emergency Preparedness Week and EDEN. More than 45,000 viewed educational exhibits at schools, libraries, courthouses and other venues. As a result, pre/post surveys indicate 90% are aware of the type of disaster that can take place, 93% are planning to take preparatory actions, 52% will upgrade insurance policies, 73% will have a family contact plan, 66% will have important papers ready in a water-proof file, 35% will plan further to protect pets/livestock, 62% will have a complete list of prescriptions medicines and 85% will prepare a 3-day disaster supplies kit for all family members.
- **NIMS-700** - Currently, 100% of current agents (employed more than 12 months) are NIMS-700 certified, while new agents are in various stages of completing the required online certification. In addition, a number of counties are requiring key office personnel to become NIMS - 700 certified.
- **Office Emergency Disaster Preparedness Plan** - 100% of South Region counties maintain an updated office disaster preparedness plan as required.

Texas youth and adults prepared to participate fully in the 21st century workforce

Relevance: Finding and sustaining employment, equipping citizens with the tools they need, special trainings for young adults and inmates, job/life skills training to acquire and keep jobs, and preparing for the future workforce for employment have been identified as high priority issues through the TCFF, newly validated issues of 2007 Leadership Advisory Boards and various data summits. During 2007, there were a number of after-school programs, small business workshops and expos targeting nearly 20,000 high school students, and future and current business owners.

Response/Results: Educational sessions targeting high school youth attracted nearly 15,000 participants at career expos and fairs to explore the many career paths available in today's world. In addition, over 2,900 students participated in After-School Entrepreneurship Skills programs to gain a greater awareness of small business development strategies. Students learned definitions of business terms and concepts of fixed cost, variable costs, revenue, and gross profit, and applied their new skills to computer generated activities such as the Ashley Pie Factory. Topics included writing business plans, creating effective logos, marketing and advertising and generating financial statements. One-hundred forty-three tested their newly found skills by creating items, such as crafts, desserts, salsa and other products that appeal to high school students. Students created story boards to promote their new (make believe) businesses, generated promotional aids, conducted product testing and compiled testimonials from customers.

Response/Results: Examples of program impact as indicated in various evaluation tools associated with business workshops and expos revealed the following:

- Pasos al Mercado/Entrepreneurship, an educational program, consisting of a core group of 20 women that have taken part in a series of training and tours to start home-based, craft-related businesses with the ultimate goal of becoming more self-sufficient. Eleven proved to be successful selling income generation projects that they learned to make. One lady indicated that for the first time in her life she was able to purchase Christmas gifts (value = \$250) with her own money, that she earned and saved.
- Meat & Dairy Goat Co-op - Agents in several South Region counties have worked with the local council of government to form a meat and dairy goat co-op consisting of ~24 members to serve nearly 250 small (10-20 acre) minority landowners. Each may raise 15-20 head with little or no supplemental feed costs and garner a price of \$75-120 for an 80-90 pound goat - a total profit potential of between \$300,000 and \$500,000.

Empowering coastal communities to choose sustainable paths that maximize both community quality of life and quality of environment

Relevance: Coastal communities are experiencing unprecedented growth, which could disrupt quality of life and the environment. Local citizens gain information in order to make decisions and choices consistent with their values.

Response/Results: Objective 1: A research project with local planning officials was conducted to determine the opinions and feelings of local residents regarding issues surrounding population growth. Over 1540 surveys were collected (63% locals, 37% visitors), and data analyzed by Texas Sea Grant and AgriLife Extension. The report concluded that local residents were very positive and optimistic about growth along coastal areas and that growth was needed to prosper, but wanted some control in determining the direction that growth takes. Also, the respondents understood the value of nature tourism and want coastal communities to remain family-oriented with trails and hiking paths, as well as maintaining large tracks of natural areas where native flora and fauna may thrive. Nearly all agreed that shops and businesses that complement the scenery within walking distance to attractions are beneficial and required to maintain quality of life. Most importantly, > 50% of the respondents indicated that they would be willing to pay for that above amenities through some form of taxation.

Response/Results: Objective 1: An applied research project entitled *Improving Fuel Efficiency in the Gulf and South Atlantic Shrimp Fishery* pegged the median shrimping vessel as utilizing 64,000 gallons of diesel per year costing an average of \$150,000 (\$2.34/gal) to operate. This demonstration utilizing easier to pull trolls with chambered doors created less drag on the vessel. Less drag allows the engine to work more efficiently - saving on fuel and engine maintenance. On average each vessel used 26% less fuel which relates to a saving of 16,640 gallons (\$38,938) per vessel (Dec.'07 fuel price). In addition, as an added benefit of less drag trolls was a smaller "footprint" on the sea floor.



IMPROVE THE HEALTH, NUTRITION, SAFETY, AND ECONOMIC SECURITY OF TEXAS FAMILIES.

Increasing parenting skills and improving the quality of child and eldercare in Texas

Relevance: South Region residents face issues and challenges in families that span throughout the life cycle. They need to learn strategies that help them make sound decisions that will affect the success of their health, safety, relationships, finances, and home environments.

Response and Results:

- **Child care provider conferences.** Demand for quality childcare continues to rise as over 60% of children from birth through age 6 receive some form of child care from persons other than their parents. Extension programs help childcare providers complete annual required training hours and improve skills that directly impact children. In 8 conferences, 906 participants received 5,506 training contact hours, represented 181 centers, and served 8,029 children. Providers (502 in 5 conferences) indicated from 89.4% to 98.8% that information would strengthen their center while 91.5% to 98.8% indicated they would be more effective child care providers.
- **Eldercare and health conferences.** Texas has the 4th largest population of older adults over age 65, demonstrating a need to address aging issues. As a response, conferences and programs have targeted strategies to improve health and learn coping skills related to aging, reaching 2,148 participants. An additional 214 senior citizens have attended Master of Memory (MOM) sessions. In order to expand outreach and results, 30 (MOM) volunteers have now been trained to conduct these programs.
- **Fathers/Families Reading Everyday (FRED).** According to experts, the single most important activity that parents can do to help children acquire literacy skills is to frequently read aloud to them. A strong relationship exists between children's literacy skills, academic performance, and future income potential. In the South Region, 384 fathers/families participated in FRED with 180 completing evaluations. Adults reported: 78.9% (142 of 180) increased time spent with the child, 68.3% (123 of 180) improved their relationship with the child, 70.6% (127 of 180) improved the quality of time spent with the child, and 61.1% (110 of 180) improved the child's vocabulary. Participants averaged 8.6 hours of reading time and read an average of 39.1 books during the 4 week program.

Decreasing demand for health care through health, nutrition, and safety education

Relevance: High priority issues identified by Texans include affordable health care as well as access to health care services. Research indicates that improved good nutrition and dietary behaviors, increased physical activity, and reduction of specific risk behaviors can prevent or delay development of certain diseases and conditions for which health care is required.

Response and Results:

- **Walk Across Texas (WAT).** Regular physical activity is associated with a longer, healthier life. Approximately 29% of adults are not physically active, which shows a need for both adults and youth to adopt a routine of activity. A total of 6,401 adults and children participated in the 8 week WAT program. There were 2,692 team participants, 95 walking on their own, and 3,614 children participating in schools. Statewide, team participants increased their average weekly mileage from 21 to 25 miles, for a significant increase of 4 miles by week 8. Adoption of this practice decreases participants' future risk for chronic diseases such as diabetes. Based on these results, South Region walkers have the potential to save a collective \$31 million in future health care costs during the remaining years of their lives.
- **Passenger Safety.** Traffic crashes are the leading cause of death for children ages 3 and up. Research shows that properly used and installed child restraints reduces the risk of fatal injury. Statewide, it has been demonstrated that 99% of seats are not used correctly. Installation inspections and free safety seats are strategies used in the South Region to help improve child safety. As a result, 496 seats were inspected and properly installed. Of these, 387 were new seats distributed with grant funds. At these events, there

*Potential of
\$31 Million
in future
health care
cost savings*

were 139 children that arrived unrestrained. The South Region estimated economic benefit is \$604,946.

- **Better Living for Texans (BLT).** With county poverty rates (population below 185% poverty) in the region ranging from 18% to 77%, the BLT program is needed to help food stamp audiences maximize their ability to plan and prepare nutritious meals, stretch scarce food dollars, and use foods safely. Evaluation results from graduates in a 3 lesson series include, 74.1% (608 of 820) always plan meals (improvement of 38.9%), 79.3% (650 of 820) always shop with a list (improvement of 44.3%), 81.2% (666 of 820) always compares prices (improvement of 31.7%), 98.3% (805 of 820) stores food within the time safety zone (improvement of 8.4% as this practice was initially good). An estimated average monthly savings from out-of-pocket food expenses was \$39.45 for 434 participants from the beginning of BLT to a 30 day follow-up. Assuming this was not due to some other economic hardship, the estimated annual savings for these individuals would be \$204,455. BLT was the first exposure to Extension for 69.3% (613 of 885).
- **Expanded Nutrition Program (ENP).** ENP addresses food insecurity issues with limited resource adults and youth, through a series lessons (mean range 7.2 to 9.1). Through this program, 7,935 adults (including 30,526 family members) and 13,337 youth were reached. In a sample of 1,252 homemakers in the 4 counties, 82% - 91% showed improvement in 1 or more nutrition practices, 72% - 86% showed improvement in 1 or more food resource management practices, and 51% - 63% showed improvement in 1 or more food safety practices. In a sample of 838 youth in 4 counties, 63% - 93% increased nutrition knowledge, 68% - 95% improved food preparation and safety practices, 67% - 95% increased ability to select low cost, nutritious foods, and 52% - 77% now eat a variety of foods. Using the ENP Cost/Benefit analysis, there is a potential savings of \$18 million in healthcare costs and \$3,573,544 in food costs.

Reducing health care costs by increasing risk-reducing behaviors among adults with Type II diabetes

Relevance: The number of people with diabetes is rapidly increasing which impacts health care costs and lost productivity if the disease is not well managed. People with diabetes who maintain their blood glucose, blood pressure, and cholesterol numbers within recommended ranges can keep their costs, health risks, and quality of life close to those without the disease.

Response and Results:

Do Well Be Well (DWBW). With the incidence of diabetes rising, the DWBW program has implications of reducing health care costs while maintaining quality of life by helping people adopt strategies that improve disease management. In the region, 584 participants registered for the five week program series, with 339 completing both pre and post test surveys. Post test results indicated that 64% (214 of 339) checked glucose levels that day. Self-reported blood glucose measures decreased from an average of 132 the first week to 123 by the end of the series. Based on these results, South Region participants have the potential to save \$43.4 million in future health care costs during their remaining years of life if they continue to do as well as they were at the end of the series.

“Working on portions, reducing carbohydrates and moving more is a direct result of the classes we have attended.”

Reducing the risk of food-borne illness

Relevance: Foodborne diseases can cause illness and even death. Most vulnerable populations include pregnant women, elderly, young, and individuals with chronic disease or weakened immune systems.

Response and Results:

Food Protection Management (FPM). More than 1/2 of all food borne illnesses are attributed to improper food handling in food establishments. The FPM program addresses the need to have qualified food handlers on site at these locations. In the South Region, 165 participated in the 2 day course with a pass rate of 77.2%. Another 31 people took either the test only or a retest for a pass rate of 77.8%. Fifty-nine percent of participants indicated an educational level of high school equivalent or less.





PREPARE TEXAS YOUTH TO BE PRODUCTIVE, POSITIVE, AND EQUIPPED WITH LIFE SKILLS FOR THE FUTURE.

Focus on Youth: Experiential learning to build life skills among Texas youth

Relevance: Throughout communities in the region, youth leadership development continues to serve as a focal point of educational programs. There are over 1.3 million youth (ages 9 to 19) in this region, making it the largest youth population in the state.

Response/Results: Educational programs, both formal and informal, targeting youth are centered on core principles of developing youth through character education, leadership, and other programs.

4-H and Youth Enrollment 2006-2007	
Total Youth in Region (9 to 19)	1,354,013
Total 4-H Members	220,119
◇ 4-H Clubs	17,727
◇ Special Interest	106,684
◇ Curriculum Enrichment	80,091
◇ Other	15,617

Source: 2007 Texas 4-H ES-237 Report

Texans Building Character

- 7,693 volunteers working directly with youth in providing valuable adult/youth relationships vital to youth development and character development
- 2,091 youth participated in character education through a total of 95 educational sessions. Evaluation of character education programs reflected that as a result of the program 100% (18 of 18) believed the “six pillars of character” were values by which we should all live. In addition, 94 % (17 of 18) reported their ability to make the right choices had been increased.
- 576 students in the 6th grade participating in character education programs demonstrated a 46 % reduction in discipline referrals as reported by school’s assistant principal. In addition student responses to the program included, *“It’s important to me to try and help others.”* A school teacher indicated that, *“Students are more responsible in turning in their homework.”*
- More than 519 educational sessions reached over 7,228 contacts in support of character education programs

Quality Counts — Teaching principles of character education with meat quality assurance for youth involved in raising livestock to enter the food chain all the way to the consumer

- There were 383 sessions for 56,372 educational contacts supporting programs targeting character education and quality assurance topics with youth in South Region counties.
- 98% (59 of 60) learned that food safety is something in which all livestock participants are involved and where trustworthiness and honesty ensure the highest quality products for consumers.

Leadership

- Empowering Teen Leaders demonstrated a 142% (N=25) increase in participants’ ability to communicate effectively. In addition, participants demonstrated over 100% increase in self-esteem, self-motivation, initiative, discipline, and generosity of spirit as a result of this program.
- A 55% increase (N=12) of participants in leadership programs reported an increase in participants’ ability to take advantage of working in groups and thinking about the consequences of their decisions.
- 18,194 youth were reported to have participated in approximately 63,679 contact hours (3.5 hrs per contact) in group educational methods teaching leadership skills

Healthy Lifestyles

- Balance Your Day With Food and Play was piloted in three counties. Educational contacts were limited to 88 youth for a total of 141 contact hours. Evaluations resulted in 80% (8 of 10) youth learned the proper amount of vegetables to consume daily. In addition, 90% (9 of 10) learned the proper amount of daily exercise required of children their age.
- Shattered Dreams program resulted in a 45% increase in knowledge (N=19) of the real consequences behind drinking and driving. Students reported an 26% (N=19) increase in feelings against going to a party where alcohol is available.

1 of every 6 youth ages 9 to 19 in the region are involved in 4-H

Focus on Local and County 4-H Programs: Building life skills through local programs

Relevance: Youth subscribe to involvement and recognition at the local and county level with personal peers. Stronger local and county programs will develop stronger leaders and youth. Resources should be directed at supporting this grassroots approach to youth development.

Response/Results: In support of this goal, educational programs, planning meetings, interpretive events, mass media marketing, and evaluation of Extension programs in support of this goal resulted in 287,166 contacts through 5,450 planning and educational sessions in group settings with youth and adults to strengthen the 4-H delivery system locally. In addition, another 311,635 contacts were made via individual methods to include in-person, web, e-mail, phone, office, and site contacts. Promotion and marketing to new clientele by use of the new 4-H Centennial Celebration resulted in over 87,169 contacts through mass media (e.g. radio, television, news articles) and community events. Families were exposed to the benefits of the program. In addition, there were over 357 educational contacts averaging 1.7 hours per contact.

Focus on Volunteerism: Building capacity to reach Texas youth

Relevance: Volunteers are the most valuable 4-H and youth development resource to promote and support our mission, values, and goals. Building capacity in volunteers to extend opportunities to youth requires their skill development through training and support. With over 1.3 million youth in the region, it is imperative that the 4-H program be led by volunteers and supported by Extension.

Response/Results: Volunteers continue to provide guidance in programming through volunteer leaders associations, committees, and task forces to ensure program relevance. Also, educational programs targeted volunteers to build their capacity to support and extend youth development efforts in the region.

- Volunteers contributed 126 hours annually compared to 30.5 hours in other Extension program areas.
- 65 volunteers participated in extensive training designed to extend their capacity to reach youth resulting in increased knowledge in project areas, ability to deliver programs and ultimately increased level of participation by youth in the project.
- 50 volunteers participated in the Master Sheep & Goat Volunteer training. Master Volunteers contribute an average of 429.4 hours annually. As a result, the potential impact of volunteer efforts in the region from this program alone is over \$291,133 in time commitment.

4-H and Youth Volunteers & Service	
Number of Contacts By Volunteers	95,198
Number of 4-H Volunteers	13,809
Average Volunteer Service	126.0 hrs/vol
Volunteer Contact Hours	1.3 million
Estimated Value of Service	\$2.4 million

Source: 2007 Volunteer Report Summary



Focus on Quality Programs: Providing youth science-based experiences

Relevance: Successful development of leadership and life skills is dependent on providing youth with a variety of educational experiences that are science-based, experiential, and support the overall development of like skills in youth through their involvement in project work. With varying interest of youth and families, it is critical that a wide selection of opportunities be available.

Response/Results:

- The JMG curriculum was taught to elementary teachers resulting in 90% increase in adoption of the curriculum for a potential initial outreach of 513 youth the first semester and additional youth after. A total of 12,995 youth were reached through JMG programs in the region.
- 25% increase (N=12 representing 16,210 youth as reported by teachers) in basic horticultural science knowledge; 88% (10 of 12) reported improved social skills, academic performance, or self-development as a result of participation in cylinder gardening programs.
- Vet science program has reached 764 youth with 3,845 contact hours per participant. Evaluations currently unavailable for quantitative interpretation.
- 2,162 educational contacts in marine education using Something's Fishy as a project.
- Ag Literacy programs resulted in 244% increase (N=378) in knowledge of dairy production by elementary age youth; 169% increase in knowledge about human medical contributions of swine; 140% increase in knowledge of how vegetables support body functions.

DELIVERY SYSTEM FOR URBAN AUDIENCES.

Maximizing capacity for urban population center programs

Coordination of Program Resources

Relevance: With more than 37% of the state's population located in the South Region, the visibility of high quality urban programs in the region is extremely critical in broadening the political support base for Extension programs in Texas.

Response/Results: The establishment of the Urban Program Advisory Council (UPAC) will further assist urban and population counties in the South Region in acquiring resources to support programs and improve access by clientele. 100% of the members from the South Region participated in the Urban Program Advisory Council meeting in Austin. Because of the dynamics, diversity and significant political base of the South Region, it is anticipated that significant contributions can be made by the members of UPAC in support of the Texas AgriLife Extension Service. In addition, local Leadership Advisory Boards in Urban Program/Urban Initiative Counties assist Extension faculty in the identification of external resources to support innovative programs.

Increasing Master-Level Volunteer Programs

Relevance: Volunteers are an incredible and vital resource for extending Texas AgriLife Extension Service's programmatic efforts. They provide time, talent, spirit and resources to deliver programs to our citizens.

Response: Throughout the South Region 28,399 trained volunteers donated 2,055,186 hours (998 FTE) valued at \$29,841,310.45 which represents 37.5 % of the state's total. Of the South Region totals, the nine urban and urban initiative counties contributed 9,172 volunteers (32.3% of S. Region totals). The total volunteer hours equaled 565,632 (35.1 % of South Region totals) for an full time equivalency of 272 positions.

Improving Access of Clientele to Extension Programming

Relevance: While millions of people in the South Region are potential users of Extension programs, in order for urban clientele to utilize Extension services they must first become knowledgeable of our programs and have access to those programs.

Response: Extension professionals in the South Region utilized a variety of creative and innovative programming opportunities to improve access of Extension services. Some of these included:

- Urban and population center agents utilize a variety of mass media outlets to reach clientele through television and radio programs, blogs, newspapers articles, and newsletters.
- Landscape Design classes are offered in 8 urban/urban initiative counties. Over 1000 citizens learned do-it-yourself landscaping techniques related to EarthKind principles.
- Master Gardener Programs are in 28 of 57 South Region counties.
- One of the key partners in the urban counties in reaching underrepresented groups is the Cooperative Extension Program (CEP) at Prairie View A&M University. Programs like the H.S. Estelle 4-H and Youth Camp provide opportunities for inner city youth to have a camping experience and learn more about natural resources.
- Master Naturalists are in 28 of 57 South Region counties represented by 11 multi-county units
- While data were unavailable to determine exactly the number of individuals that utilized Extension via the web in urban population center counties, the number is growing and partial data reveals a greater number of specified users.
- The Inmate Re-entry Program utilized technology to provide educational programming to 268 inmates at Plane State Jail. The inmates were taught parenting, budgeting and job-search skills that can increase their chances of successful re-entry into the community. The program is currently being replicated for use in other urban centers.
- Growing Growers Program - Targets minorities (15 families) living in colonias. The group is in the process of attending programs from mid-September '07 through August '08 (2/week continuously). Topics include the culture of domestic and exotic vegetables and fruits, food safety, food prep, nutrition, and marketing. The benefits were improving self-image, building self-esteem, eating a greater array of fruits and vegetables, and supplementing income.
- Pasos at Mercado -Pasos al Mercado/Entrepreneurship, an educational program, consisting of a core group of 20 women that have taken part in a series of training and tours to start home-based, craft-related businesses with the ultimate goal of becoming more self-sufficient.

Effective marketing and promotion in urban, suburban, and population centers

Relevance: Visible programs must be a high priority of Extension programs in urban areas. Effective marketing and promotion of urban Extension educational programs can have far-reaching benefits for the statewide organization.

Response:

- Extension in the City Legislative Interpretation in Austin represented by Harris and FBC CEDs
- Extension in the City video clips of urban programmatic efforts were used as interpretative tool
- 2007 Capacity Reports for Harris and Fort Bend were sent to each legislator representing an urban county
- Extension in the City quarterly newsletters sent to each legislator representing Harris and Fort Bend Counties
- Programmatic interpretive events are conducted in all urban and urban initiative counties for elected/appointed officials under various names, titles and formats
- Continuing Education Conference for County Officials held in South Region - District 12 included such topics as budgeting, purchasing, Extension update, human resource issues, legislative session update and transportation mandates.
- Outcome and Output Program highlights were distributed to county elected officials and state legislators.
- The District “Making a Difference” newsletter was prepared and distributed to County Judge and Commissioners, and state legislators.

Professional and competency development for faculty

Relevance: The skill set needed for successful urban Extension agents includes group facilitation, leadership development, human relations, cultural competence, grantsmanship, coalition building, mass media, marketing and a basic understanding of community development concepts and practices. In an urban environment these skills probably are as critical as expertise in a given subject matter area.

Response/Results:

- South Region County Extension Directors worked with administration to utilize various venues to provide training and opportunities for agents to acquire skills that enhance their ability to program in an urban environment. County, state and grant funds were utilized to support trainings for urban agents in a variety of areas.
- South Region agents participated in bi-monthly Centra-trainings focused on Urban External Funding, Volunteer Management and Interpreting Texas AgriLife Extension to Elected Officials.
- South Region urban support staff participated in quarterly TTVN teleconferences. Topics included: Support staff evaluations, CED Travel on state funds, Workers Compensation claims, GroupWise, phone etiquette, new postal rate and mailing changes, copyright/plagiarism and office confidentiality procedures.

Building diversity within urban programs

Relevance: The state of Texas is one of the two most diverse states in America. Nowhere is this diversity greater than in the urban population centers. Enhancing the diversity of the Extension staff in urban counties is critical to Texas AgriLife Extension.

Response/Results: CED’s and DEA’s representing urban population center counties recognize the need and are seeking various opportunities to recruit a culturally diverse staff. The following table shows the current Extension county profile for nine urban and population center counties in the South Region.

Staff Demographics South Region Urban and Population Center Counties (9)				
Personnel Category	White	Black	Hispanic	Other
Professionals	38	7	9	-
Professionals (CEP)	-	5	1	-
Paraprofessionals	8	4	35	3
Total Personnel	46	16	45	3
Percent by Ethnicity	41.8%	14.5%	40.9%	2.7%



South Region Leadership Team

Extension Faculty and Staff	D-9	D-11	D-12	Totals
CEA/EA—4-H, and Youth*	19	8	5	32
CEA/EA—FCS/FR/ENP*	25	18	13	56
CEA/EA—ANR/NR*	21	20	20	61
CEA/EA—Other (Hort., Marine, IPM)*	12	5	4	21
Extension Specialists/Assistants/Associates	8	12	10	30
Extension Program Assistants (BLT, ENP, Other)	26	11	24	61
District Support Staff	4	9	6	19
County Support Staff	50	35	25	110
County-funded Program Assistants (4-H/ANR/FCS)	5	6	5	16

* Note: 1862 CEAs = 154 1890 CEAs = 16

Regional Program Directors

Monty Dozier, Agriculture & Natural Resources
Elaine K. Fries, Family & Consumer Sciences
Luis H. Saldaña, 4-H and Youth Development

District Extension Administrators

Dale A. Fritz, Southeast District 9
Jeffrey A. Ripley, Coastal Bend District 11
Ruben J. Saldaña, South District 12

County Extension Directors

Vince J. Mannino, Fort Bend County
Linda Williams-Willis, Harris County

Regional Program Specialists

Kevin D. Chilek, 4-H and Youth Development
Jodi McManus, 4-H and Youth Development

Counties in the South Region and Demographic Profile of the South Region

Aransas	Duval	Karnes	Orange
Atascosa	Fayette	Kenedy	Refugio
Austin	Fort Bend*	Kleberg	San Patricio
Bee	Frio	La Salle	San Jacinto
Brazoria**	Galveston**	Lavaca	Starr
Brazos	Goliad	Lee	Victoria
Brooks	Grimes	Liberty	Walker
Burleson	Hardin	Live Oak	Waller
Calhoun	Harris*	Madison	Washington
Cameron**	Hidalgo**	Matagorda	Webb
Chambers	Jackson	Maverick	Wharton
Colorado	Jefferson**	McMullen	Willacy
DeWitt	Jim Wells	Montgomery**	Zapata
Dimmit		Nueces**	Zavala

Note: * Urban Counties, ** Urban Initiative Counties

Total Population	7,289,808
42 % White	3,061,719
41 % Hispanic	2,988,821
14 % Black	1,020,573
3 % Other	218,695

Source: 2000 U.S. Census



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