

North Region Ag/NR Blog

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Blogging again – The goal is to share information and to provide program development updates in this space. Hopefully, this will cut down on the emails and help with communication. My goal is weekly.

Coordinated Program Areas (Beef/Ranching and Cotton) – The first step in this process begins with you and it is identifying the issues in your county. The process and timeline will be a little different than in the past for these two pilots (cotton and beef/range). You will begin the process of identifying the issues immediately and submit these on an on-line Qualtrics survey you will receive this week (submit prior to August 13). After August 13, the results (from agent, specialist, and commodity partners) will be compiled for our review on September 1 at the Regional meeting.

This Qualtrics survey will be for only the pilot area issues. I am aware that your counties will have issues in more than the pilot areas, and I will be requesting those later. Additional issues and breakouts for September 1.

- Small Grains
- Feed Grains
- Wildlife/Fisheries
- Home Horticulture
- Intensive Livestock (Dairy/Fed Beef/Swine)
- Alternative Crops (Peanuts/Hemp/Forages/etc.)

Program Development (Issue Identification) – As you are all aware, identifying the needs of our clientele is the basis for everything that happens in AgriLife Extension, and it is what keeps us very much a grassroot organization. It all starts with you and leads to a higher level of education, resource development, coordination, and communication throughout the agency. It ultimately determines the effectiveness of how we meet the local needs of your clientele. The importance of the first step of program development (issue identification) cannot be overstated. I believe the success of our programs starts and ends with knowing the real needs of these individuals.

How do we get to the real issues? Who knows the real issues? Recognizing the true issues being faced by our producers, our kids, etc. takes real effort and commitment. Something I know all of you are very passionate about. We need to not only identify the issues but also the details regarding that issue. How does it affect their lives, operation, or future directly?

Here are some ideas for where and who to get this information. All need to be utilized to be successful.

- Program Area Committees (recognized individuals passionate about the topics and education)
- Individual discussion and interaction with clientele and businesses (engaged in the program)
- Specialist, Commodity Partner, and Industry Communication
- TCFA and other issue identification processes

Microsoft TEAMS Communication – In the future, we will be utilizing Microsoft TEAMS so I'm trying to learn to transition. I am learning how communication, resources, coordination, training, and educational programming can be conducted through this virtual platform. You should have noticed the invitation to join North Region ANR and will see more added to this team in the future.

<https://teams.microsoft.com/l/team/19%3aKvgkywJ7uUvGaABC3iXDKQR9CnhNB9wAVdGtctmcNDc1%40thread.tacv2/conversations?groupId=af73b1b3-0868-44ed-b1f0-d46801460370&tenantId=9fd7580a-6472-4d9c-a142-d131d3a7a116>

Reminder – Rough draft of Youth Plans are due Friday, July 16. I'll get corrections and approvals done in the coming weeks.

Boll Worm Collection -- Google Doc created by Dr. Suhas Vyavhare to report number of moths weekly. For this reporting, I just need a weekly report for the AVERAGE of the traps in your county. You can change title or ad weekly. Thanks for your willingness to participate in this project. There are 21 counties with 43 traps collecting moths in the region. I hope to periodically send everyone a regional map with numbers for each county. Let me know if you have any questions.

https://docs.google.com/spreadsheets/d/10UxQJ2yoGVOy48sWXWsHwqF7gd_rL58TaeUt2GMs-gw/edit?usp=sharing