Texas AgriLife Extension Service Program Development Model

**Phase 1: PLAN**
- Step 1: Identify the issue
- Step 2: Define the situation
- Step 3: Identify and describe the target audience
- Step 4: Define intended outcomes and objectives.

**Phase 2: DESIGN**
- Step 5: Identify or develop content for the issue/topic.
- Step 6: Develop the activities and lesson plans for delivery.

**Phase 3: IMPLEMENT**
- Step 7: Deliver the content via appropriate delivery methods.
- Step 8: Measure customer satisfaction and program participation to determine needed changes.

**Phase 4: MEASURE**
- Step 9: Conduct an evaluation of the entire program to measure its impact.
- Step 10: Report the results of the program to stakeholders.
- Step 11: Conduct a long-term follow-up evaluation to determine the economic impact (where appropriate).

**Program Excellence**

**PROGRAM AREA COMMITTEE MEMBER HANDBOOK**
Texas A&M AgriLife Extension Service
Program Area Committee Handbook

INTRODUCTION

Working hand-in-hand with its Texas A&M System partners, the state legislature, and the communities it serves, the mission of the Texas A&M AgriLife Extension Service to serve Texans through community-based education has remained unchanged for almost a century.

The mission of AgriLife Extension is a seemingly simple one: improving the lives of people, businesses, and communities across Texas and beyond through high-quality, relevant education. Carrying out this mission, however, is a massive undertaking. One that requires the commitment of each and every one of the agency’s employees. Through the programs these employees provide, Texans are better prepared to:

- eat well, stay healthy, manage money, and raise their children to be successful adults.
- efficiently help themselves through preventing problems and using tools for economic stability and security.
- improve stewardship of the environment and of the state’s natural resources.

Today’s AgriLife Extension is known for its leadership, dedication, expertise, responsiveness, and trustworthiness. Texans turn to AgriLife Extension for solutions, and its agents and specialists respond not only with answers, but with a significant return on investment to boost the Texas economy.

HISTORY

The Morrill Act of 1862 established land-grant universities to educate citizens in agriculture, home economics, mechanical arts, and other practical professions. Extension was formalized in 1914, with the Smith-Lever Act. It established the partnership between the agricultural colleges and the U.S. Department of Agriculture to provide for cooperative agricultural extension work.

Extension also receives support from local governments, in the case of Texas, the county commissioner’s courts. With a vast network of 250 county Extension offices and some 900 professional educators, the expertise provided by AgriLife Extension is available to every resident in every Texas county. But Extension educators are well-aware that a program offered in Dallas might not be relevant in the Rio Grande Valley. AgriLife Extension custom-designs its programs to different areas of the state, significantly depending on residents for input and program delivery. This is where the Leadership Advisory Board (LAB) provides our local educators with direction and guidance to maintain local relevance of programs.

The organizational chart below illustrates the network that makes Extension unique across the State.
At the local level, the organizational chart would include the Leadership Advisory Board working closely with County Extension Agents, and providing oversight to the total program, including a network of committees, task forces and other planning groups. Each county is staffed and organized differently, but that grassroots-planning structure is the one constant that is present in all counties regardless of size or number of staff.

PROGRAM AREA COMMITTEE MEMBER ROLES AND CHARACTERISTICS

The primary characteristic the program area committee members’ share is credibility. You have been invited to serve on this committee because of the respect and credibility that you have earned in this filed. Members of a Program Area Committee are charged with ensuring that county programs are relevant, targeted, and of the highest quality for local residents. To achieve these roles, members have several specific responsibilities to ensure quality and relevant educational programs in the field of interest for each committee.

Planning simply refers to a member’s ability to take a broad look at the community and represent the issues that are most important to residents that Extension can address through education. Members bring these issues to the committee, along with suggestions and ideas to address them through educational outreach.

Implementation involves putting those plans into action. Members will be involved in educational programs as facilitators, teachers, and other roles assisting with the process. Members also serve as our strongest marketing allies, helping to promote the programs.

Evaluation and Interpretation involves measuring the effectiveness and impact that the planned educational efforts have had, and helping Texas A&M AgriLife Extension Service tell those stories to key stakeholders at the County, State and Federal level.

Specifically, Committee member responsibilities include the following:

• Attends all meetings and functions
• Stays informed about the organization’s mission, services, policies and programs
• Reviews agendas before meetings and is ready to discuss agenda items
• Serves on sub-committees and assists with special assignments as needed
• Informs others about Texas A&M AgriLife Extension
• Works with the county Extension agents to recruit new members
• Keeps up-to-date on developments concerning the county Extension program
• Helps the committee carry out its responsibilities, reviewing financial statements, and advocacy of the county Extension program
Program Area Committee
Position Description

**Title:** Program Area Committee Member

**Program Area Committee Advisor:** County Extension Agent

**Purpose of the Program Area Committee:** To ensure that programs relevant to local needs are being developed and implemented.

**Benefits of serving on the Program Area Committee:**
- Be a significant part of the educational process.
- See the impact the program has in the county.
- See the positive change in program participants.
- Experience personal growth from participating in this vital effort.

**Responsibilities of the Program Area Committee:**
The committee is responsible for educational programs associated with. Members typically serve for 3 years. The six specific functions of the committee are
- To assist the county Extension agent (CEA) with the planning phase of programming.
- To assist the CEA with the implementation phase of programming.
- To assist the CEA with the evaluation phase of programming.
- To assist the CEA with the interpretation phase of programming.
- To assist the CEA with committee membership rotation to ensure optimum representation and diversity.
- To use the best management practices for financial management adopted by The Texas A&M University System and Texas Extension.

**Qualifications and special skills:**
- Resides in the community or county
- Is interested in Extension subject matter programs
- Has a broad, general perspective of the issues related to in the county
- Represents the program's targeted audience
- Has good visioning and communication skills
- Is interested in the quality of life of the county

**Time required:** The committee usually meets three or more times per year. These meetings require 4 to 10 hours per year. In addition, about 10 hours may be needed to carry out individual responsibilities. Task force members who are appointed because of their expertise in a specific area may require more time.

**Resources and support available:** The county Extension staff will provide the training you need to be a successful Program Area Committee member.
Other documents suggested for inclusion in the packet:

1. Committee Member list w/contact info
2. Outcome Summaries from previous years program efforts
3. County Annual Report from previous year
4. Committee Budget
5. Results from most recent Issue Identification Process
6. Staff listing, with photographs
7. Membership Roster for LAB and all Program Area Committee’s, Task Forces, etc...
8. Agricultural income statistics
9. Committee By-Laws
10. Partial Cost Recovery Information