



Extension Education in Willacy County
Making a Difference
2010

*Improving Lives.
Improving Texas.*

The Texas AgriLife Extension Service has been dedicated to serving Texans

for nearly a century. The agency was established in 1915 under the Smith-Lever Act to deliver university knowledge and agricultural research findings directly to the people. Extension programs have continued ever since to address the emerging issues of the day, serving diverse rural and urban populations across the state.

Through a well-organized network of professional educators and more than 100,000 trained volunteers, Extension delivers practical research-based knowledge to Texans in all 254 counties. Our expertise and educational

outreach pertain to the food and fiber industry, natural resources, family and consumer sciences, nutrition and health, and community economic development. Among those served are the hundreds of thousands of young people who benefit annually from Extension's 4-H and youth development programs.

Texans turn to Extension for solutions. Its agents and specialists respond not only with answers, but also with resources and services that result in a significant return on investment to boost the Texas economy. The agency custom-designs its programs to each region of the state, relying on residents for input and for help with program delivery. Here are just a few highlights of Extension's impacts on this county and its people:

Willacy County – Summary of Educational Contact

Output Program Summary for Willacy County

Willacy County General ANR Contacts

Willacy County Agriculture Plan provided a number of programs for the producers of Willacy County. Programs consisted of the Following:

- Private Applicator Training
- Last Chance CEU Training
- Site Visits
- Individual Consultations

2010 Willacy County General ANR Plan: This plan was conducted in order to assist landowners and home owners in the county with horticulture questions.

Relevance: Due to our geographical location, and distance from nurseries and landscaping maintenance companies, numerous questions are fielded by the County Extension Agent for the Clientele of Willacy County.

Response: The Agent assisted landowners and home owners by answering questions via telephone, office visits, and making numerous site visits in order to assist clientele with questions on trees, shrubs, lawns, and insects. Agent was able to assist individuals with numerous problems, many of which were caused by drought. Agent conducted Private applicator training, in order to assist both homeowners and producers with the need for gaining a private applicator license to assist them in purchasing the needed herbicides to maintain their desired botanicals. Agent offers opportunities for individual to attend CEU trainings Two Time a year to assist licensed individuals with their needed credits.

Future Plans: Agent will continue to offer private applicator trainings, along with CEU opportunities in the County. Site visits and phone calls will be answered in order to assist clientele with problems as they arise.

Output Program Summary for Willacy County

2010 Willacy County 4-H Program Administration

Relevance: The management of the 4-H Program in tells much consideration to details, organizing volunteers, and delegating job responsibilities to individuals that can follow through with the given tasks.

Response: This year's management of the 4-H program consisted of numerous activities that included: Monthly newsletters, news articles, news releases, marketing events, checking youths eligibility, livestock show committee meetings, project group meetings, fundraising, and most importantly interpreting events to key stake holders.

Results: Results from the management plan include the following: Newsletters were sent monthly to all youth enrolled in the Willacy County 4-H program, 4-H events were marketed through club meetings, newsletters, and local newspaper, project groups and livestock associations meet as needed in order to plan and implement programs, and fundraisers which included: Beef Syndicate dinner, Willacy County Fair Raffle. Fundraising efforts this year included \$16,000 profit form the Beef Syndicate dinner and the Willacy County Fair Raffle. Monies from these fundraisers will be added onto the sale price of the youths projects during the Willacy County Fair Auction. Interpretation has been done monthly to commissioners' court in written form.

Future Plans: Willacy County AgriLIFE extension will continue marketing and interpreting highlight of programs in the county. Scholarship accounts will continue to build in order to assist graduating youth with financial assistance for higher learning. Volunteer involvement will continue to grow, as our ever-changing responses to emerging issues emerge.

2010 Willacy County 4-H Curriculum and Projects: The amount of project and curriculum implemented in Willacy County is constantly growing. Youth have a wide array of different projects and activities to choose from.

Relevance: As time changes, so do youth interests. Keeping a blend of core programs and incorporating new programs can be a challenge with leaders that are set in the paradigms. Finding ways to evoke change and make it appealing to our volunteers is the key to success.

Response: Projects this year consisted of the following: photography, horse, livestock (sheep, meat goat, beef, swine, rabbit, poultry) and livestock judging. Youth were given the opportunity throughout the year to take part in these projects, in order to further their knowledge and gain valuable like skills.

Results: As a result of the previously listed projects, youth had the opportunity to compete at the local level, district level, and some advance to state competition. Youth have also participated in the following Major Livestock Show: San Antonio Livestock Show, Houston Livestock Show, and the State Fair of Texas. Along with competition, youth have had the opportunity to attend clinics and workshops at the local level in order to help them achieve their goals.

Future Plans: Willacy County will continue to look for new programs to bring to the youth in order to find new niche markets for clientele, along with retaining core programs that have been a staple in the 4-H Program.

2010 Willacy County 4-H Leadership and Volunteer Development: Leaders and youth gained leadership skills through trainings and events that were offered at county and district level.

Relevance: In order to develop leaders of tomorrow, leadership training is key for our youth. The opportunity to empower youth to make decision, delegate responsibilities, and follow through with commitments is essential in developing these leadership skills.

Response: Willacy County AgriLIFE Extension meet with parent leaders group monthly in order to gather input on upcoming events such as awards night, club meeting, county events, fundraising opportunities. Leaders were able to voice opinions and concerns on these events. Willacy County Council meets in order to plan events such as the awards night.

Results: The Willacy County 4-H Council members have taken on more leadership roles in their individual clubs, and are conducting more effective club meetings due to the trainings and encouragement they have received from volunteers and extension staff.

Leadership opportunities were marketed through the Willacy County 4-H Newsletter, giving youth the opportunity to take part in such programs. As a result 7 youth 4-H members attended District 12 4-H Leadership Lab, and 2 more youth served as voting delegates at District 12 4-H Election Convention.

Future Plans: Willacy County AgriLIFE Extension would like to continue to strengthen the Maverick County 4-H Council and give them the tools to make them a productive group that thrives to make the best better.

Resource Development

Willacy County Junior Livestock Show:

The 2010 Maverick County Junior Livestock Show generated over \$134,000 for the youth of Willacy County. Youth had the opportunity to sell show projects at the conclusion of the show. Funds were generated from donors in and around Willacy County.

Willacy County 4-H Concession Stand:

Traditionally the Willacy County 4-H has had the concession stand during the week of the MCJLS. This year was no different. Organized by Parent leaders and run by volunteers during the show the Concession Stand showed a profit of over \$1,800.

Willacy County Beef Syndicate Dinner:

Willacy County 4-H has traditionally held a brisket plate sale Two Weeks prior to the Willacy County Fair. This year there were over 2400 plates sold which grossed over \$18,000 and netted nearly \$10,000 in profits thanks to donors and volunteers working together.

Willacy County Fair Raffle:

The Willacy County Fair Raffle generated \$6,000 for the Willacy County Fair. More than \$1,000 in donations were received to help offset the cost of the prizes.

Texas AgriLife Extension Service

Willacy County

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