



Texas Cooperative

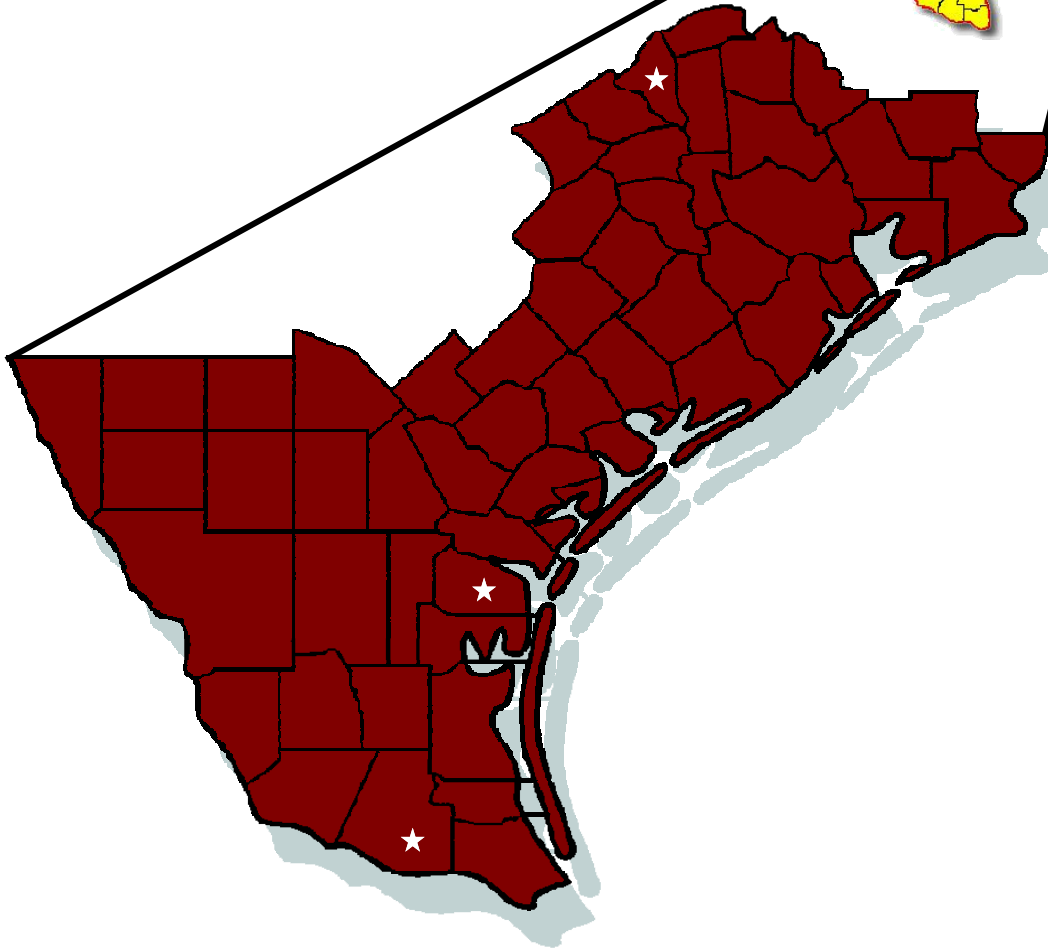
EXTENSION

The Texas A&M University System



South Region Program Review

Southeast District 9 ~ Coastal Bend District 11 ~ South District 12



Programmatic Outcomes

January - December 2006

Counties in Texas Cooperative Extension's South Region

Southeast District 9 ~ Coastal Bend District 11 ~ South District 12

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	Jim Hogg	Nueces	Zavala

Total Population in South Region

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

South Region Leadership Team

- Elaine K. Fries**, Regional Program Director—Family & Consumer Sciences
Terry A. Lockamy, Regional Program Director—Agriculture & Natural Resources
Luis H. Saldaña, Regional Program Director—4-H and Youth Development
Dale A. Fritz, District Extension Administrator—Southeast District 9
Darrell Dromgoole, District Extension Administrator—Coastal Bend District 11
Ruben J. Saldaña, District Extension Administrator—South District 12
Vince Mannino, Fort Bend County Extension Director
Hurley Miller, Harris County Extension Director
Kevin D. Chilek, Extension 4-H Program Specialist

Texas Cooperative Extension Staffing in South Region

Extension Faculty & Staff	D-9	D-11	D-12
CEA - 4-H	16	8	5
CEA - FCS/FR	19	18	11
CEA - AG/NR	18	18	18
CEA - Other	15	7	8
Specialists/Assistants/Associates	25	10	11
District Support Staff	3	10	7
County Support Staff	63	47	52
Totals...	159	118	112

Ensure a sustainable, profitable, and competitive food and fiber system in Texas

FOOD FIBER & GREEN INDUSTRIES Goal 1: Crop Production and Profitability—Texas agricultural producers effectively evaluate and adopt research-based technology applications and best management practices for crop and forage systems to enhance their economic competitiveness in the global marketplace. **Objective 1:** Producers improve their knowledge of agricultural production systems to improve profitability and conserve resources.

Relevance/Response: Crop production in the region consists of primarily cotton, corn, sorghum, rice and forages including substantial irrigated acreage. Economic value for the 2006 year is estimated to contribute \$958,814,000 in cash receipts to the economy of the South Region of Texas generated from cotton, corn, sorghum, rice, and hay/forage production. Significant planned educational program efforts supporting this objective were conducted to address clientele needs in 37 counties, including all districts, of the South Region.

Top Five Commodities	Cash Receipts
Cotton Corn Sorghum Rice Forages	\$ 958 million

Results and evidence of change/benefit: Examples of program impact documented through evaluation of targeted efforts revealed the following:

- 12 of 12 (100%) producers indicated better understanding of the principles of Precision Ag and how to incorporate new ideas into their systems, with 8 of 12 (66%) planning to increase their use of Precision Ag technologies in their operations in the future.
- All 10 producers indicated improved ability to analyze their cropping practices resulting in reported economic benefits from \$10 to greater than \$100 per acre, with the average response equal to \$29 per acre.
- Producers reported 40 to 60% improvement in irrigation scheduling decisions based on utilizing soil moisture sensors, ET, or crop maturity. An estimated total impact of \$403,000 on irrigated acreage was achieved through improved irrigation scheduling decisions.
- Over 33.3% (17) of the producers, managing a third of the total cropland reported improved understanding of identifying and managing production costs through participation in educational programs. Of these, 58 % plan to make changes based on information gained and 58 % plan to make changes as a result of knowledge gained..
- Forage management educational efforts resulted in 40 of 42 producers improving their understanding of the use of legumes in providing an important nitrogen source, extending the grazing season and reducing the opportunity for leaching nitrates into the watershed.
- Of 21 producers, 14(66.6%), have increased their knowledge and implemented management practices resulting in their producing and harvesting higher quality hay. These practices include weed control, fertilization, soil aeration, moisture management, and timely harvest. Improvement is further supported through the documented improvement of hay samples submitted to the county hay show, up from the previous average CP of 9.0% to the current 12.9%.

FOOD, FIBER & GREEN INDUSTRIES Goal 2: Beef cattle production and management—Texas livestock and poultry product producers and related agribusinesses effectively evaluate and adopt research-based technology applications and best management practices by region for sustainable and profitable livestock and poultry management systems. **Objective 1:** Livestock producers improve knowledge of production and management systems to improve quality, profitability, and sustainability.

Relevance/Response: Beef cattle production contributes positively to the economic health of every county In the region and is estimated to have generated \$1,329,946,000 in cash receipts in 2006. Significant planned program efforts resulted in 255 educational sessions providing 33,892 contact hours supporting this objective in 34 counties.

Results and evidence of change/benefit: Examples of benefit to participants and change in clientele documented through evaluation include:

- Over 60%, 40 of 65 participants, reported an increase in knowledge related to understanding proper injection site locations, and vaccinating replacement bulls to prevent reproductive diseases, resulting in improved productivity and value of calves sold.
- Thirty-five participants noted an 83% increase in knowledge related to understanding purchasing hay on a percent of protein basis.
- Thirty-three participants noted a 78% increase in knowledge related to understanding vaccinating replacement bulls for reproductive diseases.

- Thirty-three participants noted a 78% increase in knowledge related to understanding calculating cost/pound of protein for cattle fed supplements.
- Thirty-two participants noted a 76% increase in knowledge related to understanding fence line brush control strategies, and how to treat brush plants utilizing individual plant treatment methods.
- Evaluation of 24 ranchers participating in educational programs indicate 68% of participants improved their knowledge about animal identification and potential benefit. Additionally, 40% indicated improved understanding of forage management to improve herd nutrition, and 45% had better understanding of completed the questionnaire rating before and after the program knowledge gained about NAID, role of Extension and Texas Animal Health Commission, importance of animal identification techniques, principles of grazing management and systems, nutrient management, and effects on animals reproductive performance.
- Evaluations of several educational efforts indicate that at least 60%(81 of 113) of the producers reported improvement in knowledge gained and a better understanding of the practice and benefits.
- Sample survey evaluations of educational efforts to inform beef producers about the anticipated national animal identification program indicate a high level of improved understanding about the program. Additionally, producers indicate better understanding of the many reasons for identifying cattle include offering new opportunities to improve management and decision making within the herd.

FOOD, FIBER AND GREEN INDUSTRIES Goal 6: New Landowner Education—Small-scale agricultural operators and commercial producers in rural and suburban areas will become more knowledgeable in effectively identifying and evaluating diversification strategies for risk mitigation and improved economic sustainability based on total management goals and optimal resource-base use. **Objective 1:** Small scale agricultural operators and landowners increase their knowledge of traditional and organic production and management alternatives to improve quality of life, sustainability, and environmental practices.

Relevance/Response: People are continuing to migrate from the urban centers and seek to establish weekend retreats, ranchettes, or just to relocate to more rural venues resulting in land ownership becoming a new experience for people who are unfamiliar with the challenges, obligations, and opportunities of managing land parcels small and large. This growing audience needs specific skills and training to help them establish and achieve their new goals. In addressing the needs of this audience, TCE faculty in the region report conducting 135 educational sessions providing 7,238 hours of learning.

Results and evidence of change/benefit: Examples of benefit to participants and change in clientele documented through evaluation include:

- Survey of 9 of 56 participating producers indicated that 8 of 9, or 89% indicated they saved or gained money as a result of program information utilized in management decisions. The respondents indicated an average gain per acre of \$26.25 for their operation.
- 210 landowners participated in educational programs and surveys indicated that 80+% experienced an increase in knowledge and provided them the ability to analyze their land situation and make better land management decisions. Participants learned about forage production, cattle management, noxious weed and brush control, and managing rangeland.
- Evaluation of another new landowner educational program revealed that 91%, or 10 of 11 landowners, indicated that they anticipate benefiting economically as a direct result participation.
- Evaluation of surveys of all 22 landowners participating in a program series indicated increased knowledge based upon learning experiences related to Farm Pond Management, Brush Management, Livestock Options , Livestock and Pasture Insects, Grass and Weed ID and Management, Predator Control, Wildlife Management, and Fragmented Lands and Taxing Options. Survey results also indicated high level, 21 of 22 or 95.5%, of intent to adopt practices learned.
- Evaluation of 20 participant landowners indicated that 13 of 20 (65 %), had experienced an increase in knowledge of the 16 subject areas included in the course. Subject matter included instruction on managing septic tanks, safe tractor and ATV operation, management and control of brush and weeds, and other subjects.
- Of 33 participants surveyed, 28 (84+%) indicated increased knowledge of principles of Forage Production and management, beef cattle nutrition, breed selection and management, plant identification, determining range condition and better understanding of managing their land resources.

*89% of
participants gained
\$26.25
per acre*

Build local capacity for economic development in Texas communities

COMMUNITY RESOURCE AND ECONOMIC DEVELOPMENT Goal 3: Workforce Development—Texas youth and adults will be prepared to participate fully in the 21st century workforce.

Relevance:

Finding and sustaining employment, equipping citizens with job/life skills training to acquire and keep jobs, and preparing the future workforce (today's youth) for employment has been identified as a high priority issue through the Texas Community Futures Forum and Data Summits.

Response:

Workforce Readiness - Youth and adults participated in a wide variety of educational programs designed to sharpen their job search skills. In the South Region, seven counties (12%) conducted a total of 159 educational sessions utilizing various methods to reach 2,740 adults and youth.

Educational sessions relating to adult audiences included such topics as Making a First Impression, Stretching Your Money, Healthy Eating, Getting Along with People on the Job, Budgeting, Stretching Food Dollars, Conflict Management, How to Save Money When You Don't Have a Dime to Spare, Communication Skills, and Credit Card Management. Participants included those who have lost jobs for various reasons, including downsizing, health related obstacles, legal issues, transportation issues etc. The outcome was significant based on evaluations (75% return rate) with approximately 50% of attendees gaining access back into the workforce.

Sessions relating to youth participating in after-school programs included Personal Learning Styles, Your Personality, Honesty and Integrity, Working With Others, Communication Skills, Critical Thinking, Problem Solving, Resume Writing, Career Exploration, and Interviewing primarily through 4-H WOW (World of Work) and YEP (Young Entrepreneurship Program). Of the 116 WOW participants, 97 responded to a survey that show that >29% have accepted personal responsibilities, 25% have identified a potential first job, 26% are able to solve problems as part of a team, 28% have connected the importance of school, and 20% have completed a job application. Of the 112 YEP participants 26% gained knowledge of individual business terms such as keystoneing, startup cost, revenue, sales tax, bottom line, etc.

25% of participants in youth entrepreneurship programs have identified their first job

COMMUNITY RESOURCE AND ECONOMIC DEVELOPMENT Goal 6: Emergency Preparedness—Texans and their communities become more resilient by effectively preparing for and recovering from disasters.

Relevance:

Texas is a "Land of Contrast" in which a year does not pass without some areas of the state facing some type of disaster. Recently, it has been drought, wildfires, Hurricane Rita, and flooding. Responsibility for emergency management lies with the county judge and mayors of towns and cities. Texas Cooperative Extension has a valuable role to play in assisting local leaders with education prior to and during recovery from disasters.

Response:

Regional Bio-security & Disaster Preparation - Our South Region Emergency Management training was held May 22-23, 2006, in Victoria. A total of 170 agents and 20 speakers were in attendance for the event. Topics to assist the agents in handling crisis situations encompassed a Charge From the Director, Preparing for the Unexpected, Media Relations and Communications, Teaching Effectiveness, and County Office Disaster Preparedness Plan Development. Highlights of the 2-day event included: an overview of the National Incident Management System; Patriotism Through Preparedness; County TCE Program Plan Development; National Preparedness Week; and specific subject matter topics relating to family and youth issues and animal issues.

Judges and Commissioners' Conference attended by 26 Judges and Commissioners, representing 11 of 18 (61.1%) District 11 counties. Topics included: Tips for Better Public Speaking; Media Overview; Dealing with Special-Needs Residents; Dealing with Evacuees; State of Texas Foreign & Emerging Animal Disease Response Plan; and Preparation for Disaster & Sheltering of Animals.

NIMS, IS-700 - As a result of President Bush's issuance of Homeland Security Presidential Directive # 5, the National Incident Management System (NIMS) was developed to provide a consistent nationwide template to enable all government, private-sector, and non-governmental organizations to work together during domestic incidents. Under the watchful eye of the FEMA Independent Study Program, IS-700 National Incident Management System (NIMS) is now a requirement for all Extension faculty. In an attempt to reach the 90% completion goal as outlined in our strategic plan, 110 of 144 Extension faculty (76.4%) in South Region completed NIMS IS-700 in 2006.

EDEN - Texas Extension Disaster Education Network (EDEN) is a collaborative educational network dedicated to educating citizens about disaster mitigation, preparedness, response and recovery. Texas EDEN is a joint effort in between the Texas Cooperative Extension and the Texas Department of State Health Services (DSHS) and is affiliated with National EDEN. By the end of 2006, forty-six face-to-face sessions representing 24 South Region counties (43%) related specifically to sharing information about the EDEN website for 20,190 contacts.

Office Disaster Preparedness Plan - Disaster preparedness covers natural disaster events, such as a flood, drought, hurricane, tornado, winter storm, industrial release, railroad derailment, or a building fire. During 2006, 46 of 54 South Region counties (85.2 %) developed an office disaster preparedness plan, a practice that, as a result of our efforts, has been adopted by many county departments as well.

County Animal Issues Committee Development - CEAs-Ag/NR in the South Region were requested to meet with their County Emergency Management Coordinator, to assist in forming an Animal Issues Committee, and to serve as an advisory in developing a County Animal Issues Plan. The primary goal of these meetings is to help create a response plan - proactive through information, education, and prevention, and reactive by providing incident response and guidance. In 2006, 23 of 54 South Region counties (42.6 %) established a County Animal Issues Committee, while 35.2 % generated a written plan on how to deal with the various issues that might arise.

National Emergency Preparedness Week - Thirty-six of 54 South Region counties (66.7 %) participated in National Emergency Preparedness Week by having County Commissioners' Courts adopt the statewide proclamation and offering educational programs ranging from seminars, workshops, web links, mass media efforts to educational exhibits. Target audiences included County Commissioners' Courts, civic groups, internal and external Extension support groups, and 4-H clubs, while venues included libraries, retail/wholesale agricultural outlets and shopping malls for a total of 93,792 face-to-face contacts.

County-Sponsored Bio-Security & Disaster Preparation Workshops - Forty-five of 54 South Region counties (83.3%) conducted workshops to inform elected officials and county department heads, to provide information to our South Region clientele and to train our county support staff/faculty unable to attend the South Region meeting. Total of 126,251 contacts were reported by the end of 2006 utilizing 126 separate sessions.

*6,387 participants
received 1.6 hours of
Emergency Management
and
Emergency Preparedness
educational information
reported by CEAs*

Fire Station Survey results

In an emergency attempt to assist the Texas Forest Service, 91.7% (376 of 410) of the volunteer fire departments in the South Region were surveyed between January 4, 5 & 6 to determine changes in the number of wildfires, equipment status, and use of Texas Interagency Coordination Center. A shortage of Class-B Foam and water hoses were identified as high priority items in need.

Patriotism Through Preparedness Curriculum

Patriotism Through Preparedness Curriculum contains six lessons that follow a "learn by doing" format to meet 4th grade children at their developmental level. Within the South Region 21 of 54 counties (38.9%) implemented the "Patriotism Through Preparedness" Curriculum during National Emergency Preparedness Week. Sixty sessions were taught for 2,452 contacts.

Improve the health, nutrition, safety, and economic security of Texas families.

FAMILY AND CONSUMER SCIENCES Goal 1: Care Provider Education—Increase parenting skills and improve the quality of child and elder care in Texas communities through training programs directed at parents, grandparents, care givers, & youth.

Relevance: Families need to learn strategies that help them make sound decisions that affect the success of their health, safety, relationships, finances, and home environments. In the South Region, residents face issues and challenges that are being addressed by educational responses that are reflected in the Texas Cooperative Extension strategic plan.

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. Extension programs help providers acquire necessary annual training hours in child care conferences. There were 744 participants in 5,341 training contact hours. In a sample of 119 providers, 68% (81) planned to make changes at their facility and 68% (81) anticipated an economic benefit. In small group settings, 237 providers participated in 611 training contact hours concerning industry standards.

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, elder conferences have targeted strategies to improve health and learn coping skills related to aging, reaching 1,070 participants. In 308 customer satisfaction surveys, 87% (268) rated an event as excellent, while 12% (37) rated it as good. Attendees from past conferences (250) reported that they had made 1 or more behavior changes as a result of the activity. Changes included increasing exercise, eating more healthy, monitoring blood sugar more closely, and seeing the doctor more often.

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. There is a strong relationship that exists between children’s literacy skills, academic performance, and future income potential. In the South Region, 272 fathers/father figures participated in FRED with 174 completing all aspects of the program. Adults reported agreement in: 60% (52 of 87) increased their time spent with the child, 55% (48 of 87) improved the relationship with the child, 51% (44 of 87) improved the quality of time spent with the child, 51% (44 of 87) led to improvements in child’s vocabulary. Participants averaged 7.8 hours of reading time and read an average of 46.5 books during the 4 week program.

FAMILY AND CONSUMER SCIENCES Goal 3: Reducing Health Care Costs for Families—Decrease demand for health care through health, nutrition, and safety education for individuals and families which improves health across the lifespan.

Relevance: Affordable health care and increased health care access were identified in the Texas Community Futures Forum and the Data Summits as high-priority issues for Texans. Research indicates that good nutrition and dietary behaviors, increased physical activity, and risk reduction of specific behaviors can prevent development of certain diseases and conditions for which health care is required.

Response/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 5,513 participated in the 8 week WAT program. There were 3,706 team participants, 75 walking on their own, and 1,957 children participating in schools. Statewide, team participants increased their average weekly mileage from 19 to 23 miles, for a significant increase of 3.9 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 \$47.8 million in future health care costs during the remaining years of their lives.

*\$47.8 million
in future
healthcare
savings
for Texans*

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, 360 seats were inspected and properly installed. Of these, 296 were new seats distributed with grant funds. At these events, there were 139 children that arrived with no safety seat. The South Region estimated economic benefit is \$444,323.

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. Through this program, 2,670 educational sessions have reached 142,251 contacts, and 701 graduates. Evaluation results (pilot county): 92% (23 of 25) made changes in food safety practices, 88% (22 of 25) made changes in shopping practices, and 84% (21 of 25) made changes in eating habits.

Expanded Nutrition Program (ENP). ENP further addresses food insecurity issues with limited resource adults and youth, through a series of at least 6 lessons (mean of 7.5). Through this program, 8,686 adults (35,833 family members) and 14,606 youth were reached. Due to ENP, 20% (1,757) families enrolled in some type of food assistance program. In a sample of 1,502 homemakers, 89% (1,213) showed improvement in 1 or more nutrition practices, 84% (1,199) showed improvement in 1 or more food resource management practices, and 61% (893) showed improvement in 1 or more food safety practices. In a sample of 689 youth, 90% (620) increased nutrition knowledge, 84% (579) improved food preparation and safety practices, 77% (530) increased ability to select low cost, nutritious foods, and 62% (427) now eat a variety of foods. Using the ENP Cost/Benefit analysis, there is a potential savings of \$36,109,580 in healthcare costs and \$7,221,916 in food costs.

FAMILY AND CONSUMER SCIENCES Goal 4: Diabetes Education—Reduce health care costs by increasing risk-reducing behaviors among adults with Type II diabetes through diabetes education programs.

Do Well Be Well (DWBW). With county diabetes rates in the region ranging from 6.3% to 8.0%, 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, 520 participants registered for the six week program series, with 311 completing both pre and post test surveys. Post test results included: 69% (210 of 311) checked glucose levels that day, 56% (169 of 311) included 30 minutes of activity at least 5 days/week. Self-reported blood glucose measures decreased from an average of 140 the first week to 126 before meals by the end of the series, with a reading of 123 in the 6 month follow up. This decrease significantly reduces the risks for future complications for these participants if they continue to do as well as they were at the end of the series. The potential for future health care cost savings is \$36.5 million.

Prepare Texas youth to be productive, positive, and equipped with life skills for the future.

YOUTH DEVELOPMENT Goal 1: Focus on Youth (Leadership)—Youth of Texas will experience imaginative, motivational learning experiences to build life skills by addressing priorities like character education, literacy and leadership development. **Objective 2, 3, and 8:** Implement the “Putting the Pieces Together” leadership curriculum; promoting positive futures and lifelong learning at the local and county levels; and Engage youth as participants and decision makers in programs, organizations, and communities of 4-H and beyond.

Relevance: Throughout communities in the region, youth leadership development has surfaced in TCFE meetings while issues continue to be validated through more recent community groups looking to address local needs.

Response: Educational programs targeting youth, both formal and non-formal, are centered on core principles of developing youth in the following areas: setting goals, group dynamics, resolving differences, communication, service learning & learning to serve, career development, ethics, and organizational skills. Each of these program took different names and targeted a variety of youth groups throughout communities and schools. Programs were designed to effect knowledge, attitudes, and skills.

4-H and Youth Enrollment 2005-2006	
Total Youth in Region (9 to 19)	1,354,013
Total 4-H Members	168,634
♦ 4-H Clubs	21,418
♦ Special Interest	68,799
♦ Curriculum Enrichment	76,961
♦ Other	1,456

Results of Youth Leadership Training and Education:

- 1,680 educational programs reaching 50,998 direct contacts through organized group delivery methods in support of leadership training for youth
- 1.8 hours/contact of training provided in leadership through group deliveries conducted by agents and volunteers
- An average of 6.3 hours of leadership development education per county in 2006 in group activities and programs 100% of counties reported conducting educational programs in support of leadership development for both youth and adult audiences as part of 4-H and youth programming efforts
- 100% (71) responded to evaluations of leadership development programs indicating that their level of understanding and knowledge of leadership roles had increased
- Respondents reported that 93% (13 of 14) increased their communications skills as a result of educational programs and training activities
- 15% improvement in their skills and abilities to work cooperatively with others
- 24% improvement in their abilities to speak and communicate more effectively in front of others and groups

*1 of every 10
of the youth
population are
involved in 4-H*



YOUTH DEVELOPMENT Goal 3: Focus on Volunteerism—Volunteers will develop competencies in experiential learning, ages and stages of youth, subject matter, character education, communication skills, working with others, conflict management, and life skills education.

Relevance: Volunteers are the most valuable 4-H and youth development resource to promote and support our mission, values, and goals. As the largest youth organization, with the largest number of volunteers, that we must equip, train, and support those who contribute so much to our program success.

Response: Programs delivered locally focused on movement towards a volunteer-driven program, providing volunteer development and training opportunities, and disseminating training and informational resources via the internet. Volunteers provided, in turn, educational programs and development activities for youth. Training for volunteers was provided through project training, curriculum training, leadership development, and youth development training. Volunteers supported the youth program through community- and school-based programs.

Results of Volunteer Development & Training:

- A total of 173,324 contact hours contributed by volunteers in support of 4-H and youth development programming efforts
- An average of 13.2 hours contributed per volunteer compared to Extension's 2.5 hours (2004) per volunteer per year
- 13,093 volunteers reported as both direct and indirect through annual enrollment efforts (e.g. ES-237 Annual Enrollment Report).
- Approximately 7,234 project leaders, club managers, and other volunteers attended 557 group educational sessions with one evaluation indicating that 90% increased knowledge of 4-H projects as a result of educational efforts
- 50% of respondents increased their own skills and abilities to support 4-H project work in their clubs
- Regional Volunteer Training & Certification Workshops targeted volunteers with high-level project and youth development skills to support youth (e.g. Texas 4-H Master Swine Volunteer Program, 2—Texas 4-H Shooting Sports Coach's Certification Workshops)
- 100% of all counties in the region reported educational efforts in support of volunteer development, leadership and training

*13,093 adult/youth
volunteers contributed
an average of 13.3 hours
valued at
\$2.4 million*

YOUTH DEVELOPMENT Goal 1: Focus on Youth (Character Education)—Youth of Texas will experience imaginative, motivational learning experiences to build life skills by addressing priorities like character education, literacy and leadership development. **Objective 1:** Implement educational programs that teach positive character traits.

Relevance: Positive character traits continue to remain at the forefront of youth issues. The issue has surfaced at all levels, but more importantly continues to surface at the community level that has looked at character education and development as an opportunity to target this issue.

Response: Character education and development continue to serve as core approaches targeting youth through Texans Building Character and Quality Counts educational programs. Volunteers and youth continue to serve in participatory and teaching roles in these programs. Texans Building Character focus on six key character traits while Quality Counts focuses on eight core concepts which include character education and quality assurance in livestock production.

Results:

Texans Building Character (TBC)

- Each of the approximately 4,984 educational contacts received over two hours of programming through 152 educational sessions in support of character education. Of those reached, 3,019 were youth participants.
- Evaluation of 615 TBC participants resulted in 96% reporting that they learned the need to take responsibility for their own actions and themselves; 35% of the participants increased their knowledge of the importance of following the rules and changed their attitudes about following rules; 50% increased their understanding of the value of forgiving others; 25% increased their obedience towards their parents; and 31% indicated that they knew “to do what is right.”

1 of every 2 participants reported learning the importance of cooperating with others and value of forgiveness

Quality Counts (QC)

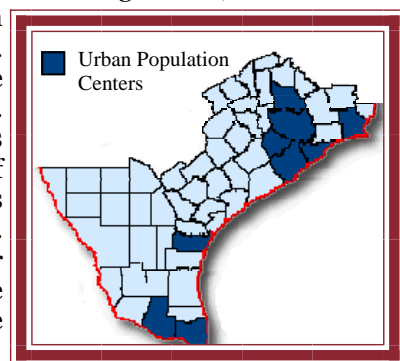
- 219 educational sessions reaching 5,332 contacts in support of this educational effort of which 2,432 were youth
- Each contact averaged 3.2 hours of education and training in this program
- Utilization of Texas Trail online educational delivery system
- 25% increased their knowledge in setting goals while 40% increased their knowledge of how to resolve conflicts
- As a result of educational efforts, 93% of participants indicated that they know the importance and how to follow medication labels for livestock to ensure the quality of food products
- 98% of participants increased their knowledge of food safety and how their livestock project fits into the food system
- 90% indicated a greater appreciation for taking responsibility for one’s self through showmanship

Delivery System for Urban Audiences

DELIVERY OF EDUCATIONAL PROGRAMS IN URBAN AREAS OF TEXAS Goal 1: Increase Capacity—Identify resources to maximize program capacity for county/urban population center programs.

Relevance:

The South Region of Texas Cooperative Extension is a large, diverse, and dynamic region in Texas. This region accounts for more than 37% of the state’s population. Within the South Region are 9 counties in the population center, which makes up 81% of the region. It is imperative that Texas Cooperative Extension have relevant, targeted, highly visible, impact programs in these urban counties and population centers. A large number of the Legislature, within the population center, serves the area. Eleven out of the thirty-one senators and forty-seven out of the one hundred and fifty State Representatives represent the South Region. Within the south region, agents made 100% contact with the senator’s offices and the senator’s were made aware of Texas Cooperative Extension programs in their district. 89% of the State Representatives, serving the south region, were made aware of Texas Cooperative Extension programs for their citizens. The Legislators’ understanding of Extension is related to their exposure to quality educational programs, which makes urban programming a key factor in the future growth of Texas Cooperative Extension. Texas legislators, that make decisions regarding funding, are from the population center counties. 41% (12 of 29) members of the House Appropriations Committee are from the Population Center Counties in the South Region. 47% (7 of 15) members of the Senate Finance Committee are from the Population Center Counties in the South Region.



Response/Results:

Population Center counties have focused their efforts in these priority areas: ensuring a sustainable, profitable and competitive food and fiber system in Texas; enhancing natural resource conservation and management; building local capacity for economic development in Texas communities; improving the health, nutrition, safety and economic security

of Texas families; preparing Texas youth to be productive, positive and equipped with life skills for the future; expanding access to Extension education and knowledge of resources. The ‘Train-the-Trainer’ process has proven to be a very successful educational tactic. Through the train-the-trainer concept more than 187,972 citizens in the South Region were assisted by Extension volunteers.

Within the population center, volunteer development has become a top priority and an effective method to reach the audience in each county. The Master Gardener and Master Naturalist Programs, along with other volunteer programs, have made a great contribution to the Texas Cooperative Extension program. More than 1,118 volunteers were trained through the Master Gardener and Master Naturalist programs in the South Region in the Urban Counties/Population Center. Through these types of volunteer programs, more than 64,039 direct contacts were made with more than 177,302 contact hours contributed. These volunteers contributed more than 173,154 in indirect contact in the South Region. Volunteers extend our ability to reach a large audience within a given area.

Preparing Texas youth to be productive, positive and equipped with life skills for the future has been a goal all across the South Region. The South Region has 26% of the total youth within the State Youth Development program. The population center counties make up 60 % of the South Region’s youth population. Character Development, leadership, food & nutrition and Ag Literacy programs are an area where youth in the population center gain valuable skills to become productive young people. There were more than 99,508 youth participants in youth educational programs within the population center counties. Children and youth within the population center area were exposed to many leadership opportunities within the south region programs, such as Arroyo, ETL, YLA, Character Education and others.

The ENP/Nutrition programs in the South Region assists entire families. Adults and youth acquire the knowledge, skills and changed behavior necessary to develop nutritionally sound diets, which contributes to their personal development and the improvement of the total family diet and nutritional welfare. There were more than 23,292 individuals who participated in these types of programs in the South Region.

The use of technology has played a very important role in the South Region to educate individuals across the counties. The use of distance education has enabled more than 175 inmates to receive valuable information before they are released back into the public sector. Thru this program, 78 educational sessions were presented and 8,703 contacts were made, with a total of 4,914 contact hours. Also, the use of website, media, newsletters and other sources to educate local citizens in the south region contribute to more than 356,625 contacts.

Notes & Comments

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