

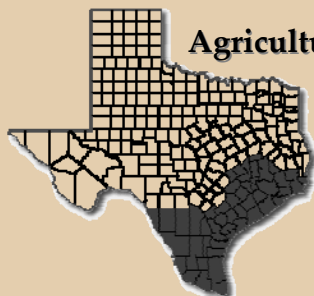
AgriLIFE EXTENSION

Texas A&M System

Improving Lives. Improving Texas.

2009 Programmatic Outcomes South Region

Extension Districts 9, 11, & 12



Agriculture & Natural Resources
Family & Consumer Sciences
4-H and Youth Development
Community Development



FOOD, FIBER, AND GREEN INDUSTRIES

Imperative 1: Technology & best practices for crop and forage systems

Relevance & Response: Major row crops produced in the South Region include: grain sorghum, corn, cotton, and rice. Though on smaller acreages, peanuts, citrus, sugarcane, and soybeans are also produced in the South Region. According to 2008 Texas Agricultural Statistics, several South Region counties are listed as “Top Ten” producing counties in grain sorghum, soybeans, rice, and peanuts. Total crop sales for 2007 for the South Region topped more than \$1.6 billion. Programs were implemented to address crop and forage production systems.

Results & Outcomes: Through crop production educational programs held in the South Region, producers have received training in production areas such as variety selection, insect and weed management, cropping systems, disease management, fertility, pesticide safety, and feral hog control.

- 91% (111 of 122) indicated an increase in knowledge or understanding of cropping system management, 74% (323 of 436) in herbicide and pest management, and 88% (107 of 122) in proper variety selection.
- Related to feral hog control in crop and forage systems, 65% (113 of 174) of producers and 52% (90 of 174) of producers indicated experiencing negative effects from hog damage to pastures and cropland, respectively.
- 98% (171 of 174) indicated an increase in knowledge or understanding of hog biology and bait techniques. 42% (54 of 128) intend to adopt recommended practice of using larger traps and 35% (45 of 128) plan to pre-bait traps. Most producers (60% or 104 of 174) control hogs through trapping followed by destruction or removal of the animal.
- Average value (\$/Ac) of IPM programming information to Upper Gulf Coast for cotton \$22.50, \$6.66 for grain sorghum, \$4.17 for corn, and \$3.33 for rice.

Overall customer satisfaction of 98% or 690 of 704 respondents (mostly to completely satisfied); 88% (620 of 704) believe Extension information presented was quite to extremely valuable; 62% (436 of 704) plan to take action based on information received on their individual operation; and 67% (472 of 704) anticipate an economic benefit to their operation by participating in South Region crop production programs.

South Region Agricultural Statistics

# of farms	62,883
Ave. farm size (Ac).....	1,298
Ave. \$/farm	\$63,722.00
Primary Operators	
# males.....	54,361
# females	8,522
Ave. age (yrs).....	58.6
All Operators	
# A. Indian/AL Native.....	874
# Asian	342
# Black or Af.Amr.....	3,006
#N Haw/ OPI.....	32
#White.....	88,190
# > 1 race.....	822
# Span., Hisp., Latino....	15,616

USDA 2007 Census of Agriculture

“Happy to learn so much and will put the information to work with our Beefmaster cow herd”

South Region	# Established	# Lost	# Completed
Result Demonstration Projects	253	64	173

Imperative 2: Technology and best practices for livestock and poultry production

Relevance & Response: Livestock production plays a major role in the economic well being of the South Region. 2007 Census of Agriculture statistics reflect total livestock sales at 1.28 billion dollars. Programs have been implemented to address livestock production systems.

Results & Outcomes: With ever changing costs of inputs, impacts of weather, and fluctuations in the market, educational programs were implemented to increase producer knowledge of new technologies and practices in areas such as animal husbandry, health, nutrition, pasture and rangeland management, and marketing. As a result of these efforts, respondents indicated knowledge gained for the following:

- 60% (202 of 337) increase in herbicide management, and
- 50% and (131 of 262) increase in knowledge related to forage management.

Overall customer satisfaction reported at 98% or 642 of 655 respondents (mostly to completely satisfied); 92% (603 of 655) believe Extension information presented was quite to extremely valuable; 75% (491 of 655) plan to take action based on their individual operation; and 87% (570 of 655) anticipate an economic benefit to their operation by participating in South Region livestock production programs.

State Goals 2 & 3

Overall Satisfaction—96% or 4,490 of 4,678
 Plan to Take Action—73% or 3,173 of 4,678
 Anticipate an Economic Benefit—63% or 2,943 of 4,678

Top Crop Commodities# of Acres

Grain Sorghum.....	1,097,950
Forages	1,010,421
Cotton.....	591,336
Corn.....	452,150
Rice	142,149

USDA 2007 Census of Agriculture

Imperative 6: Small-scale agricultural production

Relevance & Response: Texas agriculture depends on support of government farm programs. Trade policies also impact ag producers. Monitoring of agricultural and trade policies is essential, as is, development and delivery of related educational programs.

Results & Outcomes: With the introduction of the 2008 farm bill, programs directed to the farm bill were carried out in 2009. Programs were designed to provide producers with information to aid producers in making wise choices related to farm bill participation.

In these farm bill trainings, 80% (74 of 93) indicated they increased their understanding of the 2008 Farm Bill and 36% (33 of 93) indicated they probably or definitely would adopt use of the ACRE web-based decision-making. In addition, 86% (56 of 93) indicated they were mostly to completely satisfied with the Farm Bill trainings.

Imperative 6: Small-scale agricultural production

Relevance & Response: Farms and ranches with less than \$20,000.00 of annual cash receipts make up approximately 80% of Texas agricultural production. Additionally, migration from urban centers to a place in the country continues to rise across Texas. The South Region reflects these trends and have developed and delivered educational programs directed at these small acreage producers.

Results & Outcomes: Through participation in educational programs in small acreage management, landowners learned management strategies associated with production and health of livestock, fruits and nuts, forages, and wildlife. Individuals also received training in conservation of natural resources, water quality protection, land stewardship, and laws and responsibilities of land ownership.

- 95% (101 of 106) indicated an increase in knowledge or understanding of: management of pesticides, 89% (104 of 117) basics of livestock health, 88% (103 of 117) wildlife habitat management, and 92% (48 of 52) forage production.

Overall customer satisfaction reported at 97% or 126 of 130 respondents (mostly to completely satisfied) and 73% (95 of 130) indicated they are better prepared to make management decisions.

The Small Acreage Horticulture Crops program was introduced in 2009. Thirty participants received training in many facets of small acreage horticulture production related to fruit, pecan, and grape production. The percent increase in knowledge or understanding and intention to adopt were determined through use of an on-line survey. The following bullets illustrate increases in knowledge/understanding and average intention to adopt practices:

- 42% increase – climate, soil, and water requirements for crop production, probably-definitely will adopt – 56 %
- 57% increase – crop and variety selection, probably-definitely will adopt – 63 %
- 65% increase – production costs associated with small acreage, probably-definitely will adopt – 52 %
- 40% increase –marketing strategies, probably-definitely will adopt – 38 %
- 31% increase –sustainable and environmental responsible practices, probably-definitely will adopt – 52 % and
- 49% increase – requirements to start a small acreage business, probably-definitely will adopt – 36 %
- 88% (22 of 30) indicated program participation will allow them to make better management decisions and they expect an average savings of \$28.00 each as a result of completing this program.



NATURAL RESOURCES AND THE ENVIRONMENT

Imperative 1: Water conservation and water quality protection

Relevance & Response: Water quality protection and water conservation have emerged as major issues across Texas.

Results & Outcomes: Conservation of water and protection of water quality educational programs are vital for urban and agricultural audiences. Programs were designed to provide homeowners and ag producers with information related to ground and surface water protection. Through the Earthkind program, participants received training in areas related to water conservation and water quality protection. The percent increase in knowledge or understanding and intention to adopt were determined through use of an on-line survey system (n = 742). The following bullets illustrate increases in knowledge/understanding and average intention to adopt practices:

- 21% increase- use of mulch, likelihood to adopt – 4.2 (on 1 to 5 scale with 1 definitely will not, 3 undecided & 5 definitely will)
- 29% increase – appropriate plant selection to save water, likelihood to adopt – 3.9
- 35% increase – how to modify soil to save water, likelihood to adopt – 3.7
- 21% increase – safe use of fertilizers, likelihood to adopt – 3.6 and
- 22% increase – safe use of pesticides, likelihood to adopt – 3.8
- 92% (683 of 742) indicated they are now better prepared to make management decisions and 68 % (505 of 742) expect to reduce water use through adoption of recommended practices. Participants also anticipated an average savings of \$224.00 each based on program participation.

The Good Agricultural Practices (GAPS) program is a water quality program involving monitoring of irrigation water quality and the safe handling of food. Irrigation water quality data was collected from 90 sites from both surface and water well sources. Results indicate that 88 out of the 90 samples (97.8%) meet California GAPS requirements. Based on food safety trainings surveys, 96% (67 of 70) of respondents (representing over 105,000 US and Mexico acres) were mostly or completely satisfied with the course and training. Average level of understanding increased 42% after program participation. Respondents indicated without this training 65% of their production acres in the South Region would be negatively impacted.

*“Presenters were phenomenal”
“Now confident to ID & recommend”*

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

Goal: Improve family life for Texans

Relevance & Response: South Region residents face issues and challenges in families that span throughout the life cycle. Learning strategies for decision making affects the success of families in relationships and the home environment. Programs targeting child care, parenting, eldercare, and child literacy have been conducted in a variety of settings.

Results & Outcomes:

- Child care provider conferences. Over 60% of children from birth through age six receive some form of child care from persons other than their parents. Extension helped 921 providers gain state required training hours. In 10 conferences, 6,427 training hours were awarded. These providers represented 194 sites and served 12,007 children. Providers (823) indicated 96.4% (793 of 823) agreement that information will strengthen their center and also make them a more effective child care provider. In addition, 97.6% (803 of 823) indicated learning information that would be used immediately.
- Eldercare issues. Texas has the 4th largest population of adults over age 65. Conferences and programs reaching 7,758 participants have targeted strategies to improve health, nutrition, and learn coping skills related to aging.
- Parenting Connections. Children raised in environments with actively involved parents are less likely to engage in risky behaviors, do better in school, and have better self-esteem. Of 1,339 surveyed, 95.5% (1,279 of 1,339) feel more confident as parents, 96.7% (321 of 332) feel more able to set and enforce rules, 95.5% (337 of 353) will communicate more positively with their child, and 98.1% (302 of 308) feel able to take specific steps to improve child self-esteem.
- Fathers/Families Reading Everyday (FRED). The most important activity parents can do to help children acquire literacy skills is to read to them. A strong relationship exists between a child's literacy skills, academic performance and future income potential. Regionally, 1,302 fathers/families participated in FRED. Participants averaged 9.0 hours reading time and averaged 36 books. Of 418 parents surveyed, 53.2% (223 of 418) increased time spent with the child, 55.1% (230 of 418) improved the relationship with the child, 47.4% (198 of 418) improved the quality of time spent with the child, and 48.9% (204 of 418) improved the child's vocabulary.

Future Plans: 14 agents will be participating in the TDA project targeting child care and adult care providers. 18 agents will be participating in the DFPS kinship/foster care parenting project.

“I really feel like a stronger mother and realize that I must model the behavior that I expect from my children.”

Goal: Help people in Texas eat better and safer

Relevance & Response: Research has shown that individuals who live in poverty have inadequate dietary intakes, leading to nutritional deficiencies as well as obesity. This audience, like others, may not recognize their risk for food borne illness. Nutrition and food safety programs are targeting these issues.

Results & Outcomes:

- Better Living for Texans (BLT). County poverty rates in the region range from 18% to 77%. The BLT program helps food stamp eligible audiences maximize their ability to plan and prepare nutritious, low cost meals. Evaluation results from graduates (648) in one lesson series (there were 922 graduates within 2 series) include: 85.5% (554 of 648) always plan meals (32.2% improvement), 85.2% (552 of 648) always shop with a list (43.5% improvement), 85.8% (555 of 648) always compare prices (33.3% improvement). An estimated average monthly savings from out-of-pocket food expenses was \$40.94 for 242 participants. Assuming this was not due to another economic hardship, the estimated annual savings for these individuals would be \$118,889. BLT was the first Extension program for 74.4% (482 of 648) of participants.



- Expanded Food & Nutrition Education Program (EFNEP). EFNEP addresses food insecurity issues for limited resource adults and youth through a 6 lesson series. This program reached 7,886 adults (including 31,245 family members). In a sample of 1,487 homemakers, 87% (1,207 of 1,383) showed improvement in one or more nutrition practices, 83% (1,174 of 1,417) showed improvement in one or more food resource management practices, and 60% (875 of 1,461) showed improvement in one or more food safety practices. There was also a positive change, 34.4%, in the amount and duration of physical activity. Combined health care savings and food cost savings is \$23,675,208.
- Food Protection Management (FPM). More than ½ of all food borne illnesses are attributed to improper food handling in food establishments. The FPM program provides training to have qualified food handlers on site at these locations. Regionally, 277 food service workers attended the 2 day course with a pass rate of 91% (252 of 277). Another 17 participated in a one day course with a pass rate of 71% (12 of 17). The educational level of 50% (139 of 277) of participants was less than high school or GED equivalent.
- Food Handlers Certification. This training helped 266 participants achieve their certification, and ensures food safety knowledge for those handling food for public consumption. Knowledge level of food safety issues improved from 64% to 87%.

Future Plans: EFNEP & BLT programs are incorporating new activities and techniques to support clientele. EFNEP has expanded and is being established in Webb and Willacy Counties. Expand opportunities for EFNEP & BLT families to progress into other Extension programs.

*The estimated economic impact of FCS program in the South Region is **\$83,074,280***

Goal: Improve health and wellness of Texans

Relevance & Response: High priority issues identified throughout the region include affordable health care as well as access to health services. Research indicates improved dietary behaviors, increased physical activity, and reduction of specific risk behaviors can prevent or delay development of certain diseases and conditions requiring professional health care. Programs on diabetes management, physical activity and child safety are educational responses.

Results & Outcomes:

- Do Well Be Well (DWBW). The 5 week DWBW program helped 501 people with Type II diabetes adopt strategies to improve disease management. Participants indicated 66% (331 of 501) never had a diabetes class, 45% (226 of 501) received no meal plan from their doctor, and 68% (341 of 501) reported incomes of less than \$20,000. Self reported blood glucose levels improved significantly by the end of the series. Participants will potentially save an estimated \$28 million in future health care costs if they continue using strategies learned.
- Walk Across Texas (WAT). Regular physical activity is linked to a longer, healthier life by reducing the risk of certain chronic diseases. Nearly 29% of adults are not physically active. The 8 week WAT program had 9,957 participating, 2,908 adults and 6,949 youth. Statewide, team participants increased their average weekly mileage from 21.2 to 26.5 miles, for a significant increase of 5.3 miles by week 8. Walkers have the potential to save \$34,125,431 million in future health care costs during their lives.
- Child Passenger Safety. Proper use of child restraints reduces the risk of fatal injury. Safety can be improved by child seat installation inspections and provided safety seats for families in need. Agents have inspected and installed 864 safety seats. Of these, 646 were distributed new through grant funds. At these events, 308 children arrived unrestrained and 0 arrived correctly restrained. Region economic benefit by reducing risk of related injury is \$1,100,620.

Future Plans: EFNEP classes are now including a WAT component to encourage physical activity. BLT, TEEA, and participants at senior centers are being encouraged to increase physical activity. Cancer prevention educator supporting counties with cancer grants and expansion of physical activity initiatives. Region received \$15,000 in support of these activities. Expand Maintain no Gain pilot into additional counties.

"My cholesterol went down from 231 to a whopping 185" - Maria, Walk Across Texas



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

Goal 1: Focus on youth development

Relevance & Response: The value of leadership and life skills developed among our youth is beyond any economic indicator. Preparing today's youth to be healthy, capable leaders who can make good decisions makes great strides in securing their future and that of the State of Texas. Programs conducted to reach youth included AgriLife Extension programs such as Texans Building Character, Putting the Pieces Together, Healthy Lifestyles, Youth Boards, Junior Master Gardeners, Workforce Preparation and Financial Education (NEFE). Programs included delivery strategies targeting youth in organized 4-H clubs, school children, community groups, and other special interest programs.

Results & Outcomes: Educational programs targeted 78,026 youth in formal educational settings focusing on developing these life skills.

- **Character Development** – Programs conducted focused on character education and targeted organized club members and school children focused on decision-making, goal-setting, ethics, and a variety of other topics. Results of one program sample reflected a 95.9% (47 of 49) increase in knowledge. Evaluations reflected a 28% increase and a 31% increase in knowledge of 3rd graders and 5th graders respectively.
- **Personal Development and Leadership** – All counties continue to provide support for the development of leadership skills through Youth Boards. While structures and membership vary, consistency remains in the skills these boards develop. More than 17,592 youth participated in a variety of leadership programming efforts. Evaluations reflect an increase in knowledge of 90% (54 of 60) of the participants. In addition, 85% (51 of 60) of those responding to the evaluation indicated they increased their skills in leadership.
- **Healthy Lifestyles** – Approximately 60,134 youth were involved in educational program targeting health and healthy lifestyles. Educational strategies targeted youth across a variety of delivery strategies to include Walk Across Texas, Health Rocks, OrganWise Guys, and health and safety camps. With a focus on Childhood Overweight, the Balance Food and Play was implemented in counties across the region. 512 youth were surveyed in this program. The results indicated a 7% decrease in consumption of soft drinks, 13% increase in exercising at least 60 minutes each day, and a 4% decrease in excess screen time. Overall, the results indicated an increase in knowledge of proper nutrition and exercise. An OrganWise Guys evaluation of 1,087 youth revealed that 95% of youth were now exercising as compared to only 60% prior to the educational program. An increase in the consumption of fruits and vegetables was recorded to change from 40% to 80% as a result of this effort. In addition, more than twice as many youth were limiting the amount of salt, carbohydrates, and fats in meals.
- **Financial Literacy** – Educational programs on financial literacy have resulted in a number of youth establishing savings accounts in local banks. Educational programs that focus on teaching the value of saving and investing target livestock exhibitors and have assisted in an eight-fold increase in the number of savings accounts held by youth.
- **Higher Education** – Higher Education continues to be a valuable part of programming efforts in the region. Programs have resulted in youth choosing to pursue higher education as a result of their involvement. One parent reflects that their child's involvement in one program resulted in her child making a choice to go to college, when he had clearly expressed at the beginning of the program that he had no interest in college.
- **CEP's Mini-Society** entrepreneurship programs reached over 7,000 youth. 89% learned the importance of goal setting and how to achieve them. 98% learned the importance of cooperation and teamwork. 95% learned how to acquire resources to support their goals. 85% recognized the value and importance of academic achievement.

Future Plans: Character education, leadership, health and financial security of youth in the region continue to be a mainstay of the programmatic efforts. These programs will continue to target new audiences and work towards affecting both knowledge and behaviors associated with increasing the life skill development needed by our youth.

Goal 2: Focus on quality local 4-H program

Relevance and Response: The most impactful programs provided for youth occur at the local level. Involvement and recognition among their peers is paramount to motivating and engaging youth to learn and achieve. Through both youth and adult volunteers, increasing the involvement in local programs will result in impactful opportunities to affect positive change. Marketing these programs and opportunities to all youth through a variety of strategies ensures that all youth are afforded the opportunity to benefit from local programs. The development of skills through livestock, horticulture, food and nutrition, clothing and textiles, and science continues to be the focus of programs throughout the region. As part of these efforts, enrollment goals continue to guide recruitment and programming. Marketing opportunities through National 4-H Week and enrollment events continue to strengthen the program locally. Professional development for faculty and volunteers strengthens their capacity to support a growing program. In addition, programs such as Patriotism Through Preparedness continue emphasize the importance of readiness for emergency situations.

4-H and Youth Enrollment 2008-2009	
Total Youth in Region (9 to 19)	1,440,782
Total 4-H Members	164,289
◊ 4-H Clubs	18,092
◊ Special Interest	64,321
◊ Curriculum Enrichment	80,478
◊ Other	45

Source: 2009 Texas 4-H ES-237 Report

Results and Outcomes: Educational programs targeted in excess of 18,092 youth in organized clubs while also reaching 22,312 youth through 4 EFNEP units in the region.

- The livestock program continues to be a key way to reach youth with hands-on experiences and serves to involve parents with youth. More than 92,845 youth projects were initiated by club members in projects related to plants or animals, many of which were livestock projects.
- Enrollment goals throughout the region continue to guide recruitment and retention efforts. Enrollment in organized clubs is a continuing focus. Current enrollment reflects that 11% of participating youth are enrolled in clubs. The remaining 89% are involved in a variety of shorter-term projects and programs.
- Outreach efforts with our Expanding Food and Nutrition Education Program (EFNEP) are reaching a predominately minority youth audience. During the 2009 fiscal year, 22,312 youth in 744 groups were reached with EFNEP educational activities. 569 volunteers assisted with the activities and 42 groups were surveyed for evaluation results. Survey results indicate that 75% of youth are now eating a variety of foods, 79% have increased their nutrition knowledge, 83% have increased their ability to select low cost and nutritious foods, and 88% have improved their food preparation and safety practices.

Future Plans: Improving the quality of local programs is paramount to the successful development of life skills among youth. Marketing educational opportunities, experiences, and avenues of involvement will continue in all program areas. In addition, building a strong volunteer base that is well-equipped and trained to support programmatic efforts will remain a major focus of programming efforts in 2010.

Goal 3: Focus on volunteerism

Relevance and Response: Volunteers are the most valuable resource to the 4-H program. Volunteers must be trained and equipped to extend the outreach of the program throughout the community to involve new families while supporting existing involvement. Volunteer training and development continues to occur at the local and district level. Counties provide training in club management, administration, and project areas. In addition, they receive training on good fiscal management and fundraising to better support local programming efforts and recognition.

Results and Outcomes:

- Volunteers contributed to programmatic efforts by making 88,000 educational contacts in support of 4-H and Youth Development independently and another 287,000 in combination with agents. This makes up approximately 58% of all educational contacts in support of youth programs across the region.
- Contact hours by volunteers reflected 497,847 million hours, estimated value of \$20.80 per hour, which results in approximately \$26 million worth of time invested by volunteers to support youth programming. This was accomplished through some 10,612 volunteers.
- Use of volunteer feedback to improve educational activities occurs both at the local level through customer satisfaction and clientele feedback assessments. In addition, more formal evaluations of volunteer efforts were used to improve the quality of educational programs.

Future Plans: Volunteer recruitment, training, and recognition will continue to be an integral part of all counties' programmatic support.

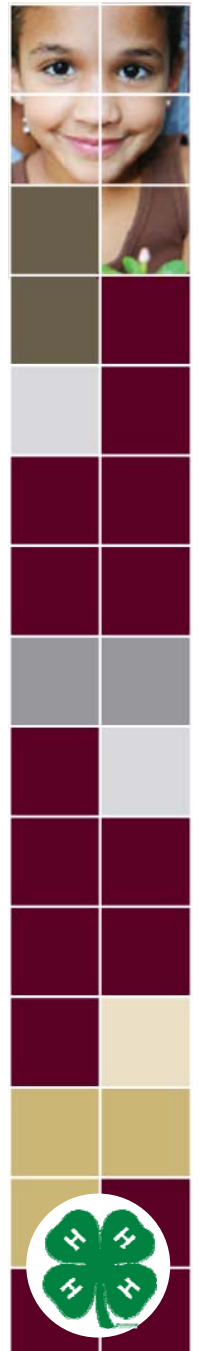
Goal 4: Focus on diversity

Relevance and Response: As the demography of Texas' youth changes, it is critical that the program participations within the 4-H and Youth Development mimic those changes and reflect the same demography of our state's youth to remain relevant to their needs. Through a variety of strategies implemented by faculty, staff, and volunteers, the youth programming continues to shift in line with its own demographic. Recruitment efforts, retention strategies, and outreach education efforts focus on reaching out to all youth in local communities.

Results and Outcomes: Programming across the region reaches a wide demography of youth. Dimensions of diversity include ethnicity, gender, residence, age, project area, and delivery strategy.

- 54.5% (89,053 of 164,289) of 4-H youth are Hispanic; 13.8% are Black, 1.2% are Asian
- 48% of youth are male; 52% of youth are female
- 22.8% of youth live on farms or in small towns, 34.1% live in communities between 10K & 50K residents, and 42% live in a big city or suburb.
- 41% of youth are in the 3rd through 5th grade (ages 8 to 11 years)
- 73% of projects are related to Healthy Lifestyles, Plants & Animals, and Personal Development & Leadership

Future Plans: Ethnic diversity within and between delivery strategies reflects the ethnicity of youth as does age and gender. Continued efforts to make youth programming available to all youth in the community will remain at the forefront. Project diversity will include higher education, career development, and science as targets of new programming.



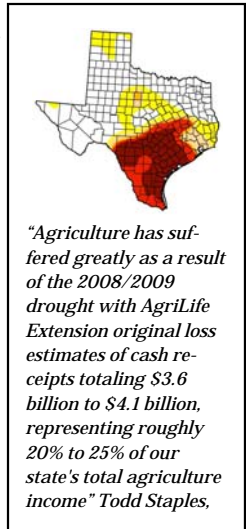
BUILD LOCAL CAPACITY FOR ECONOMIC DEVELOPMENT IN TEXAS COMMUNITIES

Goal: Preparing for and recovering from disasters

Relevance & Response: 2009 proved to be a year that indicated the vulnerability of our South Region population to “other” emergencies. Although we experienced neither new hurricane damage, nor the threat of a hurricane, AgriLife Extension responded to H1N1, drought, fire and finally flood waters in a turbulent year that none-the-less tested our responsiveness and reactions.

Results & Outcomes:

- H1N1 (Swine Flu) Pandemic - Agents conducted 22 educational programs in 17 counties to address specific issues and concerns regarding H1N1. Workshops, EDEN publications, method demonstrations, safety check-lists, informational t-shirts, web sites, exhibits, and new releases were used to “spread the word, not the virus.” Due to special efforts of our agents, over 10,000 people were reached.
- Drought – Occurred in varying stages of severity with 100% of District 11, 80% of District 12 and 44% of District 9 affected (76% of South Region counties) according to FSA/TDA Disaster Assistance records. Seventy percent of the drought-stricken counties conducted a total of 93 programs reaching > 52,000 participants. Topics included: dealing with drought; winter feeding; drought recovery resources; drought assistance; and nitrate poisoning.
- Flooding – In 2009 we went from record droughts to severe flooding in some of the same areas of the region, particularly along rivers. Fifteen agents in 11 of the affected counties met with nearly 3,215 officials and clientele to educate about the after-effects of flood waters, and to assist producers in moving livestock & equipment to higher ground.
- Texas EDEN – 79% of counties have the EDEN website bookmarked on office computers and 50% of counties have the site bookmarked on OEM office computers for easy access. In addition, 95% of counties distributed EDEN publications; and EDEN is promoted via county web pages, in newsletters, and at Extension events.
- During National Preparedness Month in September, 91 educational programs were conducted reaching 7,397 participants, while 217 programs were conducted throughout the remainder of 2009 for 14,757 contacts. Results indicated that 89.5% of women and 85% of men will modify their emergency preparedness actions in some way according to Extension's recommendation. Also indicated by pre/post surveys: 97% are aware of the type of disasters; 79% are planning to prepare; 53 % will upgrade insurance policies; 77% will have a family contact plan; 80% will have important papers ready; 96% will plan further to protect pets and livestock; 90% will have a complete list of medicines; and 59% will prepare a 3-day disaster supplies kit for all family members.
- 40% of counties utilized "Patriotism through Preparedness" in a total of 36 schools for 4,851 contacts. Evaluations indicate that 100% of youth learned necessary skills to survive during an emergency and 100% thought they were prepared to handle circumstances that may be classified as “disastrous.”
- 74% of counties have formed an Animal Issues Committee, while 19% is in the process of completing the committee and member assignments. In addition, 57% have AI plans on file in their district offices. Most importantly, 90.5% of men and 93.5% of women stated that they are better prepared to cope with animal needs after attending programs were Animal Issue plans were discussed.



E. M. Courses	Agents
NIMS 700/a	77%
ICS 100	32%
ICS 200	24%
ICS 300	17%
ICS 800/b	17%

Future Plans:

- Tracking system for emergency management course participation/certification in TrainTraq
- Heighten awareness and training in dealing with man-made disasters

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

Relevance & Response: Economic and financial stability is critical for South Region clientele to maintain the quality of life they so richly deserve. Grassroots involvement has helped AgriLife Extension maintain relevance throughout the region. Our clientele ranged in age from junior high to senior citizens, and our educational programs are equally diverse.

Results & Outcomes:

- Community, economic development and tourism programs ranged from Whale/Shark Tourism in South Texas to organic farming in support of ag-tourism in the upper portions of South Region. Fourteen programs were held to reach well over 1,400 citizens, plus another 100,000 viewing exhibits at local festivals. Participating counties ranged from those with the highest unemployment rates in the nation to counties with the lowest unemployment rates in the nation. Attendees learned about the vast possibilities relating to ag-tourism, how to bring a community together for full support, planning for retirement, small farm opportunities and Urban Ranching for profit.
- Financial Management programs targeted both youth and adults, particularly since the downturn in the economy has affected so many families. A JumpStart Coalition survey of high school seniors conducted last year reported the average score was 48.3%, an increase of 4.1% over 2008 – an improvement. Over 20 programs such as NEFE High School Financial Planning reached 1416 youth (72.5% H, 20% W, and 7.5% AA). In addition, Money Smart reached >50,600 adults including United Way families, adult probationers and childcare providers through lectures, workshops and exhibits. Efforts in South Region indicated 82% of the participants planned to implement the information gained including understanding credit, goal setting and budgeting; and 100% indicated they hope to benefit economically from Extension educational programs.
- Over 60 lectures related to career awareness reached >7,600 youth directly, plus an additional 210,316 through 29 career fairs. Racial breakdowns averaged 57% H, 24% w, 9% AA, and 1% A. Most recently career fairs for youth have taken on a whole new light - focusing on youth not necessarily interested in attending college, but technical trades that will afford them a decent living. Knowledge gained indicated that 87% learned & will use interviewing skills, 90% learned about emerging technical careers, 87% learned where & how to apply for financial assistance and 91% will seek financial assistance if needed.
- A major indicator of a down turned economy is increased bankruptcy. AgriLife Extension continued to institute over 200 financial management programs in South Region including *Starting Over*, *Wi\$eUp* and *Building Fiscally Fit Families* to assist more than 11,100 who consider themselves financially stressed. The majority of the target audiences were single, divorced, widowed and/or unemployed women. Composite evaluations indicate 68.5% are meeting modest financial goals, 78% learned how to prepare a budget, 81% are starting to save, 62% have a plan to pay bills, and 77.5% are trying to control spending. When asked how they planned to use the new information: 77% answered to set financial goals; 74.5% to make a budget; 78% to track spending; 80% to open a bank account; and 70% to obtain a credit report. Most importantly, 75% indicated that their spending and savings habits have improved.
- A total of 14,603 private, commercial and non-commercial pesticide applicators reside in South Region - 72% of which are commercial/non-commercial. In an effort to maintain validity of licenses and increase knowledge & skills of producers, Extension agents in 100% of South Region counties provided 114 specific educational opportunities, > 5 hours in length. A total number of 107,409 CEUs for re-certification were recorded - an average of 7.36 per person. Producers indicated a gain in knowledge and skills.
- Scholarships: Seventy 4-Hers representing 56% of South Region counties received a total of \$530,000 in scholarships, an average of \$9,000 each through the 4-H program. In addition, 117 youth representing 71% of South Region counties received nearly \$60,000 in scholarships provided by program area committees including TEEA for an average of \$512.
- Supervised Ag Experiences: While no real method of collecting the economic value of supervised agriculture related experiences afforded to our youth by CEAs and FFA teachers exist, it is estimated that the value of youth project investments which included project costs, feed, seed, fertilizer, vet, shelter, etc. is \$91,000,000. In addition, the economic value of coaching our youth by CEA and ag teachers along with the project sales is estimated to be about \$164,000,000. Travel to ag related educational events including mileage, fuel, hotels and meals for youth & family members as well as agents & teachers totaled over \$38,000,000. Summing the above figures will yield a total of ~\$293,000,000.

Future Plans: To research the true value of 4-H projects in terms of direct cost, event expenses, and value-added items. 4-H example: Dist. 9 Horse Show (not including project establishment costs) – 182 participants spent: \$74,500 in travel, horse and show expenses; \$116,800 supported business & industry activity; and \$65,000 in value-added (employee income/expenses).



South Region Leadership Team

Extension Faculty and Staff	D-9	D-11	D-12	Totals
CEA/EA—4-H, and Youth*	19	9	5	33
CEA/EA—FCS/FR/ENP*	25	18	13	56
CEA/EA—ANR/NR*	21	20	21	62
CEA/EA—Other (Hort., Marine, IPM)*	12	5	4	21
Extension Specialists/Assistants/Associates	8	12	10	30
Extension Program Assistants (BLT, EFNEP, 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
Total	170	125	113	408

* Note: 1862 CEAs = 156 1890 CEAs = 16

Regional Program Directors

Monty Dozier, Agriculture & Natural Resources

Elaine K. Fries, Family & Consumer Sciences

District Extension Administrators

Dale A. Fritz, Southeast District 9

Donnie Montemayor, Coastal Bend District 11

Ruben J. Saldaña, South District 12

County Extension Directors

Vince J. Mannino, Fort Bend County

Linda Williams-Willis, Harris County

Allen Malone, Associate County Director

District Extension Program Specialists

Kevin D. Chilek, 4-H and Youth Development, 9

Jodi McManus, 4-H and Youth Development, 11

Luis H. Saldaña, 4-H and Youth Development, 12