



Extension Education in La Salle County

Making a difference
2009

Improving Lives. Improving Texas.

AgriLife Extension 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. AgriLife 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 program specialists, professional educators, and some 98,000 trained volunteers, the Texas AgriLife Extension Service 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 AgriLife Extension's 4-H and youth development programs.

Texans turn to AgriLife 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.

These are just a few highlights of AgriLife Extension's impacts on La Salle County and its people:



La Salle County – Summary of Educational Contacts

4-H Enrollment

No. Clubs	Club Members	School Enrichment	Special Interest Projects	Total Enrollment
2	99		159	258

Contacts

	Office	Site	Phone	Mail/Email	Website	By Volunteers
Total All Contacts	430	806	2041	1445	48	101

Total number of Programs: 103

Total number of contacts made: 73,966



Agricultural Safety and Education- La Salle County 2009

Relevance: There is an increase in land ownership turnover in La Salle County, but there is a strong effort from local landowners to keep their land in the family and sustain the traditional agricultural products and commodities. Hunting is a steadily increasing source of added income for these families. This raises concerns about liability issues and the safety of their families and hunters. The Ag and Natural Resource Committee has identified a need for educational programs to address land and owner liability issues as well as the personal and property safety issues. The ANR committee also wants to target these individuals so they may gain a working knowledge of brush and wildlife management, oil and gas liability policies, First Aid, ATV safety, equipment safety, and theft awareness.

Response:

- * Negotiating Oil and Gas Leases Occurred : Sep. 3, 2009 (45 participants)
- * Brush Country Safety Series #1 Occurred : Nov. 5, 2009 (10 participants)
- * Brush Country Safety Series #2 Occurred : Nov. 12, 2009 (8 participants)
- * Brush Country Safety Series #3 Occurred : Nov. 19, 2009 (10 participants)
- * Brush Country Safety Series #4 Occurred : Nov. 26, 2009 (6 participants)

The Oil and Gas program was a traditional group educational method and the Brush Country Safety Series was a series of news articles with an online survey link included in the article for readers to go to and participate in a feedback process. So group educational method, mass media and online technology were the teaching methods used to reach clientele. There were a total of 79 individuals in which feedback was collected from.

Results: An increase in knowledge was indicated by the responses to the questions on the online surveys related to the agricultural safety articles published in the local paper. There were 4 surveys linked to 4 safety articles with questions relative to knowledge gained from the articles. 80% of the responses indicated an increase in knowledge after reading the articles. There were 34 participants in the surveys. As a result of the Brush Country Safety Series, many reader's are now aware of some safety laws related to ATV's and tractors that they were not previously aware of, and can now make necessary adjustments to there equipment and use of equipment. There was also an article on Basic First Aid. Many of the responses indicated that they were not aware of some of the basic first aid techniques and procedures and were glad they had read the article. As a result of our Oil and Gas Lease program many landowners now have the resources to effectively negotiate their oil and gas leases with the oil and gas companies that are so active in La Salle County these days to their advantage. Many of the participants were not aware of there rights as land owners and have since reevaluated their leases or at least taken a little more time to check out some of the resources that were provided at the workshop before signing a lease. 25 of the 30 who completed a survey (83%) anticipate benefiting economically as a direct result of what they learned from attending the Oil and Gas workshop.



Horticulture and Gardening

There is a constant need for client information on home garden and lawn issues.

Target Audience: Homeowners

Educational Response:

Home Landscape Visits/Consultations

Landscape Management Presentations

Partnerships and Collaborators:

ANR committee

Customer Satisfaction / Clientele Feedback Results: Completely satisfied. Agent has assisted several individuals with inquiries throughout the year, and has successfully with the help of some specialists been able to solve each of those inquiries. Each of these clientele were very grateful and very pleased with the agents assistance.

Benefits / Impacts: Although livestock and wildlife seem to be the main focus when one thinks of La Salle County, there are many different plants that are ideal for our climate and the residents in La Salle County are growing them. The disadvantage of having ideal climate is having ideal climate sometimes, because along with it comes bugs and diseases. The agent has found that there are a large number of residents that take pride in maintaining their yard and houseplants and quite frequently have questions that need to be addressed. The agent has started submitting news articles to the local paper addressing issues that seem to be a wide spread concern to clientele. Home visits and consultations continue as needed.

Acknowledgments: Each of the specialists and the aggiehort website that have assisted in the last year.

Future Program Actions: Agent will continue to address issues of clientele in La Salle County on horticulture and gardening.



Range and Wildlife Management

There is a need to keep landowners informed of new technology, program assistance and management information on a regular basis. Most all of the landowners in La Salle County seek information on range and wildlife management through out the year.

Target Audience: Wildlife Producers

Educational Response:

Result Demonstration

Pesticide Applicator Training

Brush Management Field Day

Wildlife Management Workshop

Partnerships and Collaborators:

Farm Service Agency, USDA

NRCS

ANR Committee

Customer Satisfaction / Clientele Feedback Results: Mostly satisfied. Participants would like to see more brush management field days. Participants enjoyed learning about the different ways to control brush (chemical, mechanical, fire) for wildlife and taking a tour to see the results of those methods.

Benefits / Impacts: Providing pesticide applicator training to producers is beneficial to the environment in that they are educated on how to handle, store and dispose of chemicals correctly when used. Providing producers educational opportunities to reach their goals for livestock and/or wildlife through field days can be beneficial and economical if applied.

Acknowledgments: The ANR committee members for assisting with registration and the Chaparral Wildlife Management Area for hosting the Wildlife Workshop.

Future Program Actions: Agent will continue to offer ag and wildlife related programs as needed to reach clientele. Agent will also offer continuing education credits for pesticide applicators throughout the year as well.



Patriotism Through Preparedness- La Salle County 2009

Relevance: Since September 11, 2001 much has changed in our world, nation, state and community. We have become more aware of the devastation that can be caused by unexpected disasters--whether they are caused by nature, by accident or by terrorist attacks. Every family and community needs to take steps to prepare for a possible disaster. Locally, the communities have faced disasters such as flooding and wildfires that have raised the level of need in this community.

Response:

Planning for Patriotism Through Preparedness Occurred: May 9, 2009 (4 participants)

Training for Patriotism Through Preparedness Occurred : Aug. 13, 2009 (2 participants)

Marketing for Patriotism Through Preparedness Occurred: Oct. 12, 2009 (80 participants)

Patriotism Through Preparedness Meeting Occurred : Nov. 16, 2009 (9 participants)

Patriotism Through Preparedness Meeting Occurred : Nov. 23, 2009 (22 participants)

Interpretation: December 14, 2009

Results: As a result of this curriculum all the participants increased their knowledge of what a disaster is and how they can help in preparing themselves and their family in advance for a disaster or emergency situation. 100% of the participants increased their test scores from the pre to the post after completing the curriculum. An adoption of best practice was observed as all participants completed a family emergency plan and compiled an emergency supply kit to be stored at their home in case of an emergency. There are now 19 more families prepared for a disaster in La Salle County than there were before this programming effort was conducted.

Future Plans: This is such a great and informative curriculum that it will continue to be implemented when and where it can be used whether it be through the local school system or through the 4-H program.



Quality Counts- La Salle County 2009

Relevance: Texas has the highest participation totals in 4-H and FFA livestock projects in the country. In 2006, there were over 89,000 market and breeding entries for cattle, sheep, swine, and goats across the state and (Coufal, 2007). These figures have continually climbed over the last decade and into the new millennium. Thus, Quality Counts in Texas has been developed for 4-H and FFA members who participate in these livestock project areas. Quality Counts in Texas is a new program for 4-H and FFA youth across Texas that exhibit livestock projects. This includes such market and breeding projects as beef cattle, sheep, swine, and goats. The purpose of Quality Counts in Texas is to provide an opportunity for youth across Texas to learn personal character attributes and acceptable livestock management practices associated with these projects. This unique combination of subject matter should result in the exhibition of the highest quality livestock projects by youth with unsurpassed character and ethics. Ultimately, this program will be an integral part of the junior livestock program. This will eventually lead to a safer, more wholesome nutritious product that is fed by responsible youth of Texas who are dedicated to providing the best meat products for consumers. La Salle County has had a recent increase in new 4-H and FFA members that are wanting to show animals at the local livestock show. It has been a few years since the Quality Counts program curriculum has been implemented. The Youth Board, LAB and local livestock board have expressed interest in implementing the Quality Counts curriculum as a necessity for new members and a great refresher for current members as well.

Response:

Lesson 1: Purpose of 4-H/FFA Occurred : Jan. 12, 2009 (6 participants)

Lesson 2: Six Pillars of Character Occurred : Jan. 12, 2009

Lesson 3: Decision Making/Goal Setting Occurred : Jan. 19, 2009 (participants)

Lesson 4: Purpose of Livestock Projects Occurred : Jan. 19, 2009

Lesson 5: Responsibility of Producing a Safe Product Occurred : Feb. 9, 2009 (6 participants)

Lesson 6: Impact of Livestock Projects on Red Meat Industry Occurred : Feb. 9, 2009

Lesson 7: Medication Use/Reading and Following Labels Occurred : Feb. 16, 2009 (6 participants)

Lesson 8: Animal Care and Well-being Occurred : Feb. 16, 2009

Results: All six participants in the Quality Counts program exhibited their animals at the county show and also participated in the showmanship competition. They all exhibited great sportsmanship toward each other as well as toward the other 92 exhibitors. As a result of caring for their animals and exhibiting them well, they also placed well enough to go through the auction with them. This accomplished what many of them had set as their goals for the year. There was an increase in knowledge indicated by the increase in correct answers between the pre and post test questions. It is believed that as a result of the Quality Counts program that the participants have



4-H and Youth Development

exhibited an increase in positive behavior during exhibition of their livestock projects and have adopted some of the practices taught during the activities from the program.

South Texas Buckskin and South Texas Bobwhite Brigades

Summary developed by Joe G. Taylor, County Extension Agent - Natural Resources, 4-H and Youth, Atascosa County.

Relevance: More than ever, today's youth are the future of tomorrow and need to develop an understanding, an appreciation, and a true desire to conserve our renewable natural resources. The world only has so many acres of land for which we, as humans, can live. We must also be stewards of our natural resources and protect them for use for future generations.

Response: The Texas Brigades were formed as a dream by Dr. Dale Rollins. Several county extension agents, and wildlife enthusiasts provide a week long summer education experience to promote wildlife conservation in Texas. The South Texas Buckskin and Bobwhite Brigades are camps that have survived the test of time and endure as two of the five most prestigious, state-recognized, natural resource youth camps in Texas.

Results: This year marks the 10th anniversary of the South Texas Buckskin Brigade and the 12th anniversary of the South Texas Bobwhite Brigade camps. A pre-test and post-test are given to each of the thirty cadets attending camps each year. Questions on the test include plant identification, scoring antlers, jaw aging, plant pressing, photography, wildlife ethics, wildlife legislation, predator tracks, nutrition, anatomy and physiology, census techniques, and population dynamics. Pre and post-test scores at the two camps are as follow:

Camp	Pre-Test	Post-Test
South Texas Buckskin	42%	82%
South Texas Bobwhite	48%	84%

Texas AgriLife Extension Agents providing leadership to South Texas Buckskin and South Texas Bobwhite Brigades include Sally Allen, Chris Boleman, Dale Rankin, Jim Gallagher, Omar Gonzales, Richie Griffin, Jeff Hanselka, Jaime Lopez, Larry Perez, Larry Pierce, Dale Rollins, and Joe Taylor.



Attached is an article that appeared in the Journal of Extension titled Creative Approach to Evaluating: The Tri-Fold Display Example.

Creative Approach to Evaluating: The Tri-Fold Display Example

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Abstract: One benefit in working for Extension is the educator's ability to be "creative." However, creativity and evaluation typically are not two words an Extension educator uses in the same sentence. This article highlights one creative evaluation strategy used at a youth wildlife camp. The evaluation strategy utilizes a tri-fold display allowing participants the ability to "showcase" what they learned. From their "showcase," the Extension educator can use simple evaluation techniques to determine the most significant item learned. An extra bonus is that these participants use these tri-folds in communities to tell others about their experiences building critical life skills.

Introduction

Warren Bennis once said, "There are two ways of being creative. One can sing and dance. Or one can create an environment in which singers and dancers flourish" (Baker & Campbell (2003), p. 236). As Extension educators, it is our responsibility to ensure we are providing a creative environment for our audiences to learn. In Extension, creativeness is often discussed when outlining teaching methodology or marketing of programs. However, could creativity be used when discussing evaluation?

It is no secret that Extension has entered the age of accountability. In order to measure program effectiveness, all Extension employees are strongly encouraged to evaluate their



programs. These evaluations typically address outputs (satisfaction), outcomes (knowledge, skills, behaviors), and economics (monetary benefits or money saved).

This article introduces a creative approach to measuring a behavioral outcome. Most of this journal's readers are familiar with pre-test/post-test, retrospective posttests, interviews, and focus groups. There are numerous articles in the *Journal of Extension* as well as other Extension publications that reveal impact using these types of methodologies. However, what else is available? How can we measure program impact from participants (especially youth) using new or creative means?

One innovative approach to determine what participants considered to be the most significant item they learned during a youth educational program is a tri-fold display. This product is developed by participants and then taken home with them after the program, where it is used to teach others about their educational program experience. This is an interesting methodology to utilize because the educators are actually evaluating impact without the participant even realizing that they are being evaluated.

Methodology & Materials Needed

At the end of a program (camp, lab, or conference), each participant is asked to develop a display board that addresses the most meaningful item they learned during the program. They are then given a time frame to complete the project (usually 2 - 4 hours). Their assignment is to develop a theme and then use pictures, markers, computer documents, etc., to create their tri-fold outlining their most meaningful learning item. The specific materials needed are:

- Cardboard tri-fold tabletop display (36 x 48")
- Computer/printer/paper
- Markers
- Construction paper
- Scissors
- Glue/adhesive
- Magazines with pictures
- Newspapers
- Other periodicals

Figure 1 reveals a common tri-fold display. However, it is worth pointing out that participants can be as creative as they want when building their display.

Figure 1.

Schematic of a Tri-Fold Display

<p><i>Support Resources and additional teaching points</i></p> <p><i>(including pictures, graphs)</i></p>	<p>TITLE OF TRI-FOLD (Theme) <i>Main Idea</i></p> <p><i>Why it is important.....</i></p> <p><i>Support pictures, graphs, images, etc</i></p> <p><i>Teaching point(s)</i></p>	<p><i>Conclusions</i></p> <p><i>including pictures, graphs</i></p> <p><i>Program / Camp Name, Organizational Contact Info, Youth Contact Info</i></p>
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Note: This just an example. Participants are strongly encouraged to be creative when developing their tri-fold display.

Measuring Impact

There are at least two pivotal outcomes that are generated from the tri-fold display. The first is an answer to the question, "what is the most significant item learned?" The evaluators developed a list of themes by directly observing participants as they developed their tri-fold displays. After the list was developed, they then followed procedures outlined by Dooley and Murphy (2001) to categorize and rank themes from participants.

This program was a wildlife youth camp, The South Texas Buckskin Brigade. The results of the tri-fold display direct observation were (n = 30):

- Aging - 8
- Habitat - 6
- Gun Safety - 4
- Nutrition - 3
- Rattling - 1
- Scoring - 1
- Catch and Release Deer - 1
- Camp - 1
- GPS-Brush Management - 1
- Predators - 1
- Game Wardens - 1
- Urban Interface - 1
- Anatomy -1

The second outcome is sharing the subject matter participants learned when they return to their community. Using these tri-fold displays, participants provided educational programs to local civic clubs, schools, churches, 4-H clubs, and other group meetings based on the information in the display. In addition, they discuss the objectives of the camp and encourage other youth to apply if they are interested.

Conclusions

As mentioned in the introduction, evaluation and accountability are critical to the future success of Extension. As Extension educators become more accustomed to implementing evaluation strategies to measure program impacts, they should also consider unique, creative evaluation approaches. This is simply a different approach that determines the most significant item learned by participants. It is especially beneficial when working with youth because it provides them with a chance to reveal their creative side while providing Extension educators with that very important outcome.

Equally as important, these tri-fold displays provide a vehicle for the participants to share their experiences with others. Ultimately, this provides them with much-needed practice in the life skill development areas of organizational skills, self-confidence, and public speaking.



References

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4-H Curriculum and Projects

Youth need a variety of projects and activities to help them develop into contributing members of society. 4-H volunteers provide leadership for project and activities.

Target Audience: Volunteers and Youth

Educational Response:

- Showmanship Clinic
- Project visits/consultations
- County Photography Contest
- San Antonio Stock Show
- New 4-H Family Orientation
- County Stock Show
- District 4-H Photography contest
- State 4-H Photography contest
- County 4- H Recordbook workshop
- County 4-H Recordbook judging
- District 4-H Horse Show
- State 4-H Calf Roping and Breakaway School
- District Recordbook judging
- State 4-H Horse Show
- Marketing/Promoting curriculum enrichment
- County 4-H Photography project leader training
- 4-H Food & Nutrition project leader training
- Swine Clinic
- Goat Clinic
- Beef Clinic
- Steer Validation



4-H and Youth Development

- County 4-H Foods workshop
- County 4-H Photography workshop
- Recruit Volunteer Coaches for Spring events
- County 4-H Roundup training

Partnerships and Collaborators:

Youth Board

Customer Satisfaction / Clientele Feedback Results: Mostly satisfied. Agent has worked one on one and in group settings to assist 4-H members with their project work. Agent has provided resources and assistance as needed to help participants get the most out of their project experience. Participants have indicated and expressed their gratitude and continue to participate in 4-H activities.

Benefits / Impacts: 4-H members continue to gain project knowledge by attending project meetings and workshops. We have increased our participation in the County Photography Contest this year as well as the horse project. As we increase the quality of the programming we increase the number of participants as well. Having dedicated and well trained project leaders is the key to success in any program.

Acknowledgments: Project leaders and the 4-H and FFA Booster Club

Future Program Actions: Agent will continue to conduct and plan program related to these project areas and new projects as they become active in the county in order to give members an opportunity to participate. Agent will also continue to make project visit to assist members at home with their projects

Leadership and Volunteer Development

Youth and adults are provided opportunities to develop leadership skills.

Target Audience: Volunteers and Youth

Educational Response:

- Project Leader Trainings
- Club Officer Trainings
- District 12 Leadership Lab

Partnerships and Collaborators:

Youth Board

Customer Satisfaction / Clientele Feedback Results: Mostly satisfied. Club officers enjoyed learning about parliamentary procedure and working together on team building activities during the club officer training. The project leaders are glad that they are coming up with new project curriculum and updated the old publications.

Benefits / Impacts: As a result of the club officer trainings, each officer has learned their job position and responsibilities and has come prepared to each club meeting. They have each chosen a month to be in charge of the program for that month and have so far made sure that the presenter is there and the program is complete. They work together as a team to prepare the agenda and come up with the ice breakers for each meeting and have compiled a list of options for fundraisers to present to the club. The project leaders have been conducting project meetings on a monthly basis and starting in January of 2010 we will start accepting photographs, and selecting team members for the horse quiz bowl and judging teams. Participation is up this year in all project areas from last year.



4-H and Youth Development

Acknowledgments: The club officers and the project leaders for their time and commitment to making 4-H a priority and a success.

Future Program Actions: Agent will continue to conduct club officer trainings to provide newly elected officers with the information needed to fully understand the position and duties of their office. Agent will also continue to meet and train project leaders as needed so to ensure that the information is provide to them in a timely fashion to be given to the members.

4-H Management

Oversee 4-H and youth development program including management of 4-H Club Managers, volunteer leaders, clubs/groups, coordination of Youth Board and work with partners to ensure effective functioning of the 4-H and youth development program.

Target Audience Volunteers and Youth

Educational Response:

- Monthly 4-H club meetings

- Club Manager trainings

- District 4-H meetings-

- 4-H Enrollment

- School District contacts

- 4-H Awards Banquet -

- 4-H One Day Event -

Partnerships and Collaborators:

Youth Board

Customer Satisfaction / Clientele Feedback Results: Mostly satisfied. Some would like to see more adult involvement in our 4-H projects. Currently we only have three project leaders providing leadership in photography, food and nutrition, horse and public speaking. Club meetings are being attended by more members now than in recent years due to more structure and planned programs. Overall the feedback has been positive.

Benefits / Impacts: The 4-H members that attend and participate in the monthly 4-H meetings gain social skills by engaging in the ice breaker activities and leadership skills by participating in the meeting by making motions and giving reports when called upon. All members are encouraged to participate in program activities and fundraisers to gain social skills. As the members participate year after year they soon become confident enough to become officers, program presenters and even public speakers in the 4-H Roundup Competition.

Acknowledgments: The Club officers, Club Managers, and Youth board members are the ones who make these meetings and activities a success.

Future Program Actions: We will continue to have monthly 4-H meetings and club manager meetings to keep information new and up to date. We will also continue to have recognition programs to recognize individuals for the work that they do and share the success stories of our youth and adults as often as possible. We will also continue to enroll member and promote enrollment regularly



Expanding the Local Quality Experience

The Expanding the Local Quality Experience plan is designed to assist counties with setting their county goals based on the 5-year expansion plan. La Salle County currently has 107 enrolled 4-H members and has a goal of reaching 130 members in 5 years. Promotional programming will be implemented to achieve this goal. Curriculum enrichment is needed and will be implemented in the 4-H program and the local school district when possible.

Target Audience: Volunteers and Youth

Educational Response:

- New 4-H Family Orientation -
- Curriculum - Marketing -
- New 4-H Family Orientation -
- Strengthen and/or Develop New Clubs
- School Assessment Forms -



Community and Economic Development

La Salle County's economic development is a major issue of concern to community leaders. The economic contribution of seasonal hunters and related eco-tourists has been largely unknown. In response, Extension and the Leadership Advisory Board discussed and explored ways to address some of these issues. With oil being a big enterprise currently being explored throughout the county the LAB provided a seminar on Negotiating oil and gas leases for clientele in September 2009. There were 45 participants. 30(67%) responded to the survey provided. 30(100%) of the respondents were mostly or completely satisfied with the quality of the course material and 30(100%) were mostly or completely satisfied with the instructor's knowledge on the subject. 21(69%) of the respondents plan to take actions or make changes based on the information from the event and 25(83%) of the respondents anticipate benefiting economically as a direct result of what they learned from this Extension activity. The total impact, along with strategies to increase economic development in the county, will continue to be considered and implemented.

Emergency Management:

The La Salle County Emergency Management Plan provides guidance for the employment of emergency resources under a local incident commands. Our local emergency management plan includes specific provisions for requesting and employing state resources to aid in managing and resolving situations for which local resources are inadequate. La Salle County Emergency Management Plan provided outreach education to clientele that helped them reduce their risk during a disaster. The following programs and activities were conducted this year:

- Reviewed and updated the Animal Issues Committee and Plan
- Office Disaster Preparedness Plan Review
- National Preparedness week-Media Campaign
- Patriotism through Preparedness Program for 4-H families

Agent updated the County Emergency Management Coordinator on the Animal Issues Committee Plan, Office Emergency Management Plan and the Emergency Management training agent has attended.

19 families have prepared emergency preparedness kits and over 500 "Prepare for the Unexpected" booklets have been distributed in 2009. Disaster preparedness information was distributed through the local newspaper and the monthly 4-H newsletter during National Preparedness Week Media Campaign.

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