“Increasing Impact through Integrated Programs”

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Greetings to our friends with the Texas Extension Specialists Association!

We bring you greetings from Prairie View A&M University and Dr. Alton Johnson, Dean and Director of Land-Grant Programs (College of Agriculture and Human Sciences)
Presentation is a spin-off of the 2013 TX A&M AgriLife Conference (January), focusing on “integrated programming initiatives”

We will provide an overview of:

- Traits and characteristics of the Cooperative Extension Program
- Benefits of integrated programs
We will provide an overview of:

- Activities to discern the strengths of other specialists for collaboration

- An opportunity to select an appropriate course of action for increasing collaboration with specialists (state-wide)
Congress - established two entities to provide Extension services in Texas

Texas land-grant universities

Land-grant college or university is an institution that has been designated by its state legislature or Congress to receive unique federal support.

Texas AgriLife Extension Service (1862)

The Cooperative Extension Program at Prairie View A&M University (1890)

1862s &1890s unified, common goals

More than 100 universities and colleges in the United States are land-grant institutions
Morrill Land Grant Act - 1862 & 1890, provided:

- Public land was donated for state colleges,
- 1862s - majority university
- 1890s - minority universities
- Annual allotments are given to land-grant universities

Smith-Lever Act, 1914- provided:

- Extension “outreach” protocols for states, i.e., development, consultation, and plans of work
- Focused on agriculture and the mechanic arts
- Guidelines for dissemination of information on practical subjects such as: agriculture, solar & rural energy, and then home economics
- Among other directives
Some Historically Black Universities (HBCUs) started the Extension “outreach” prior to establishment of Smith-Lever Act, 1914

1881, Tuskegee University (AL) and (1875) Alabama A&M University began their educational outreach programming strategies

1906- Dr. George Washington Carver (inventor, botanist, scientist, artist, educator, etc.), nationally known for his peanuts experiments, took scientific results, and demonstrations to farmers via the Jessup Agricultural Wagon
Limited resource families

A household (individual or family) earning less $22,350 per year for family of four, or a family of eight making less than $37,630 per year

There are more than 26 million people in Texas

About 17% of Texas citizens live below the poverty level (over 4 million)

These four million plus limited resource Texans are served by the Cooperative Extension Program at Prairie View A&M University
Texas has the largest percent of its population living in poverty (Lein)

Texas is second largest state in U.S.

2006, A family of three, two under 18 years of age, was $16,242.00

For a family of four with two children under 18, the poverty threshold was $20,444.00

2007, Texas ranked 9th in its poverty rate for the elderly, 49th in the percentage of its population with a high school diploma, and ranked first (24.4%) in the percent of its populace with no health insurance

These are the people served by the Cooperative Extension Program
Currently the Cooperative Extension Program have agents in these counties (i.e., purple and yellow)
**BENEFITS OF INTEGRATED PROGRAMS:**

- Cost effectiveness
- Better serve or meet needs of the citizens of Texas
- More educated citizens
- Healthier and happier citizens
- Diversity
- Advance the professions
- Evaluation and accountability through use of banner outcomes
BENEFITS OF INTEGRATED PROGRAMS, (CONT.)

- Stronger linkages between research, extension and instruction
- Citizens will have longer life-spans
- More readily find solutions to real problems of individuals and families
- Joint authorships
- Better program alignment
BENEFITS OF INTEGRATED PROGRAMS, (CONT.)

- More efficient - program delivery
- Unlimited achievements and payoffs
- Win-win situations
- Can you think of other benefits?
The United States Department of Agriculture (USDA) currently mandates programmatic areas for CEP via NIFA

The National Institute of Food and Agriculture (NIFA), formerly Cooperative State Research, Education and Extension Services (CSREES)

Current goals vary by units/programs (i.e., 4-H, Agriculture, Family and Consumer Sciences)
Theme & Goals:

- CEP overview
- Successful Examples
- Discuss & Evaluation of ideas
- Opportunities to build relationships and collaboration
SUCCESSFUL INTEGRATION: EAT 4-HEALTH

- Successful Cooperative Extension Program funded by UnitedHealthCare
- 4-H, FCS, and AgNR agents
- PI’s - Gail Long and Dr. Sam Roberson
  - integration: eat 4-Health
SUCCESSFUL INTEGRATION: EAT 4-HEALTH (CONT.)

- Teen health ambassadors and 4-H professionals partner with local organizations to develop community-focused events that engage youth in learning about healthy lifestyles.
SUCCESSFUL INTEGRATION: EAT 4-HEALTH

- Contacts during 2012 in 3 counties:
  - Reached 4,500 youth direct
  - 14,359 indirect
  - >500,000 marketing

- Evaluation results:
  - 87-91% increased their knowledge to make better food choices and use safe food practices.
  - 83.9% plan to increase physical activity level and use safe food practices (YS).

- Expansion:
  - Funding from Walmart to replicate in 8 additional counties in 2013
  - From events to service-learning projects
  - > double 2012 contacts
  - Using common measures evaluation
  - Added FCS Specialist, Danielle Hairston-Green, as P.I.
SUCCESSFUL INTEGRATION: CUCUMBER GRAFTING PROJECT

- Research and extension project sponsored by funds from Evans-Allen Act and Walmart
- FCS, AgNR, and CARC
- PI - Dr. Ming Gao
SUCCESSFUL INTEGRATION: CUCUMBER GRAFTING PROJECT

- Identify a product that a limited-resource producer can grow on small acreage and have high value and return.

- Identify cultural practices and cucumber varieties that grow year round

- Teach farmers culturally-sensitive, effective, research-based practices
SUCCESSFUL INTEGRATION: CUCUMBER GRAFTING PROJECT

- **Year 1 Research Findings:**
  - Must have irrigation
  - Modify trellis techniques, so produce doesn’t curl
  - Requires constant temperature; Effects of changing temperatures in winter will stop growth

- **Year 1 Extension Impact:**
  - AgNR teaching classes on high tunnels and working with USDA and FSA Equip Program to get growers funded.
  - FCS distribute recipe book and conduct demos for public
SUCCESSFUL INTEGRATION: URBAN X 7 INITIATIVE

- Joint Texas A&M AgriLife Extension and Cooperative Extension Program

- Programs
  - 4-H-Take A Stand
  - AgNR-Texas Water STAR
  - FCS- Dinner Tonight and Master Wellness Volunteers

- Urban Program Director- Dr. Joan Jacobsen
SUCCESSFUL INTEGRATION: URBAN X 7 INITIATIVE

- Increase capacity to allocate resources to maximize county program effectiveness
- Position agency for future
SUCCESSFUL INTEGRATION: URBAN X 7 INITIATIVE

- Contacts to date: 39,341
- Evaluation results
  - TBD
  - Consistency across state
- Expansion
  - TBD
BRAINSTORM CAROUSEL

- Divide into six groups (approx. 10 in each group)
- Select a recorder, facilitator, and reporter
- 1.5 minutes at each chart
- Review and then add comments
Intra agency Collaboration (within)

What collaborations or partnerships internal to Prairie View A&M University or Texas A&M AgriLife Extension could result in increased impact

Interagency Collaboration (between or across)

In what ways, if any, can the Cooperative Extension Program and Texas A&M AgriLife Extension increase impact through interagency collaboration and partnership?
How can AgriLife and CEP specialists work together to support the professional development of agents across the state?

In what professional development activities can AgriLife and CEP specialists engage in collaboratively that will advance extension operations statewide?
**Brainstorm Carousel Questions**

- **Association support**
  - What opportunities exist within the association structure to support implementation of these ideas?

- **Organizational support**
  - What opportunities exist within the organizational structure to support implementation of these ideas?
BRAINSTORM CAROUSEL

- Select an area of interest
  - Interagency
  - Intra agency
  - Professional Dev-agents
  - Professional Dev-specialists

- Use stickers to vote/support ideas

- Planning

- Reporting

- Questions & Answers
1. Network with members of your group.

2. Identify others in your group you can work with on activity or project.

3. List intended outcome(s). Complete the information on the right for each one.

Droomgoole, Darrell. County Programs Vision 2013: Urban Times Seven Initiative (UX7). http://agrilife.org/countyprograms/2012/06/04/urban-times-seven-initiative-urban-x7

Economic security of low-income families: http://www.cftexas.org/low-income-families


RESOURCES (CONT.)


- Program integration: http://extension.missouri.edu/staff/program-integration.aspx


- Texas Politics, Poverty in Texas: http://texaspolitics.laits.utexas.edu/12_2_0.html

- Quick Facts from the US Census Bureau: http://quickfacts.census.gov/qfd/states/48000.html

- USDA National Institute of Food and Agriculture: State and national partners http://www.csrees.usda.gov/qlinks/partners/state_partners.html