



“Increasing Impact through Integrated Programs”

by

Rukeia Draw-Hood, Ph.D.
Joice A. Jeffries, Ph.D.
*Prairie View A&M University
Cooperative Extension Program*

Texas Extension Specialists Association
Port Aransas, TX

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THANK YOU!



- 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)

OBJECTIVES:

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



OBJECTIVES (CONT.):

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)



EXTENSION IN TEXAS:

- ◉ 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



COOPERATIVE EXTENSION PROGRAM (CEP) - TRAITS AND CHARACTERISTICS



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

COOPERATIVE EXTENSION PROGRAM (CEP) -, TRAITS AND CHARACTERISTICS , (CONT.)

- ◉ 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



CLIENTELE - COOPERATIVE EXTENSION PROGRAM (CEP):



- ◉ 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

CLIENTELE - COOPERATIVE EXTENSION PROGRAM (CEP),CONT.:

- ◉ 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



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?



NIFA GOALS DRIVE CEP PROGRAMMING INITIATIVES:



United States Department of Agriculture
National Institute of Food and Agriculture

- ◉ 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



BRAINSTORM CAROUSEL QUESTIONS

- 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?

BRAINSTORM CAROUSEL QUESTIONS

- Professional Development (agents)

- How can AgriLife and CEP specialists work together to support the professional development of agents across the state?

- Professional Development (specialists)

- 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 exists within the association structure to support implementation of these ideas?

○ Organizational support

- What opportunities exists 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

UNCONFERENCE TOPICS	
■ Hackronyms	○ ○
■ Can social commerce save the planet?	○ ○ ○ ○ ○
■ Civic Participation Online	○
■ The Autism Spectrum	○ ○ ○
■ Publishing in the New World	○ ○ ○ ○

PLANNING

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.

Saturday, May 21, 2011
2:13 AM

Date Started	
Estimated Completion Date	

Steps to Complete

No.	Step	Done	Notes
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			

RESOURCES

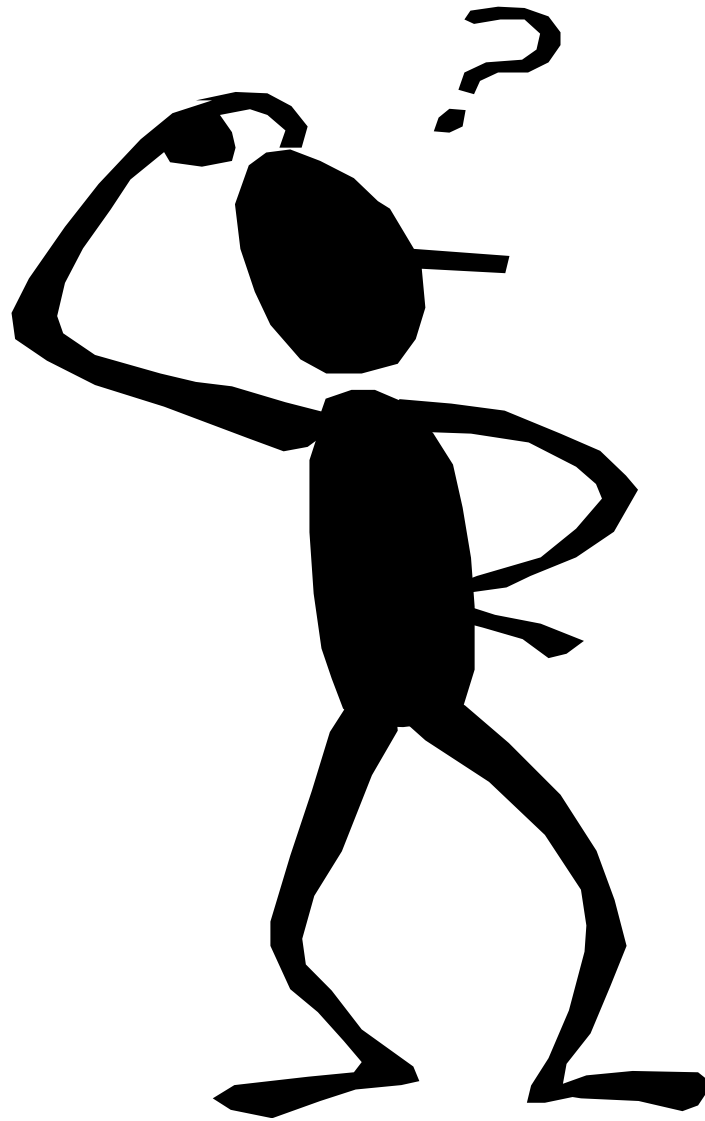
- ◉ Bowen, Ronda and Jean Scheid, ed. "10 Templates for Microsoft OneNote That Will Make a Project Manager's Life Easier." September 28, 2011. <http://www.brighthubpm.com>
- ◉ Droomgoole, Darrell. County Programs Vision 2013: Urban Times Seven Initiative (UX7). <http://agrillife.org/countyprograms/2012/06/04/urban-times-seven-initiative-urban-x7>
- ◉ Economic security of low- income families: <http://www.cftexas.org/low-income-families>
- ◉ Integrating Extension, Research and Instruction: <http://www.joe.org/joe/1981september/81-5-id3.pdf>
- ◉ The Expanded Food and Nutrition Program (EFFNP) http://www.nifa.usda.gov/nea/food/efnep/pdf/2010_Revrack_card.pdf
- ◉ George Washington Carver: http://www.softschools.com/timelines/george_washington_carver_timeline/111/



RESOURCES (CONT.)



- Overview of Cooperative Extension in Texas: Prairie View A&M University and AgriLife Extension: Texas A&M System.
- Program integration:
<http://extension.missouri.edu/staff/program-integration.aspx>
- Poverty grows in Rick Perry's Texas-
money.cnn.com/2011/09/18/news/economy/povertyperry_texas/index.htm
- Smith-Lever Act of 1914:
<http://www.csrees.usda.gov/about/offices/legis/pdfs/smithlev.pdf>
- Socially Disadvantaged, Beginning, and Limited Resource Farmers and Ranchers:
<http://www.mt.nrcs.usda.gov/news/factsheets/blrp.html>
- 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



Gracias

THANK YOU

Merci

Rukeia & Joice