

Executive Summary

Mission Statement: Improving the lives of people, businesses, and communities across Texas and beyond through high-quality, relevant education.

Vision Statement: Our vision is to be the premier provider of relevant continuing education, developed through grassroots issue identification, with stakeholder involvement in planning and delivery.

Imperatives, Goals and Strategies**1. Ensure a Sustainable, Profitable, and Competitive Food, Fiber and Green Industry in Texas:****1.1 Texas agricultural producers effectively evaluate and adopt research-based technology applications and best management practices for crop and forage systems to enhance their economic competitiveness in the global marketplace.**

- 1.1.1** Provide science-based, multidisciplinary programs to producers and associated agribusiness professionals relative to technology transfer in crop and forage systems.
- 1.1.2** Producers increase knowledge of cropping alternatives and production systems to meet the demands for feedstocks for the renewable fuel industry.
- 1.1.3** Update Extension enterprise budgets for major crops, alternative production systems, and by geographic region
- 1.1.4** Expand the use of distance technology to effectively reach producers and associated agribusiness professionals with relevant and timely educational information.
- 1.1.5** Identify industry groups and work with their leadership to prioritize relevant educational opportunities for entrepreneurs and other targeted audiences in value-added industry segments.

1.2 Livestock producers improve knowledge of production and management systems to improve quality, profitability, and sustainability.

- 1.2.1** Provide science-based, multidisciplinary programs to producers and associated agribusiness professionals relative to technology transfer in livestock systems through a variety of targeted and/or named educational programs.
- 1.2.2** Update Extension enterprise budgets for major livestock species in the state, including alternative production and management systems, for various geographic regions.
- 1.2.3** Expand the use of distance technology to effectively reach producers and associated agribusiness professionals with relevant and timely educational information.

Executive Summary

- 1.2.4 Research planned, conducted and published with translational value for livestock production, management and use. Addresses improved management and/or decreased costs and/or alternative strategies relevant to modern day livestock ownership and production.
- 1.2.5 Establish and maintain commodity committees and develop introductory professional development training or direct livestock industry support materials online for major Texas livestock species and enterprises.

1.3 Poultry industry participants increase understanding of waste management responsibilities and knowledge of best practices for reducing potential air and water quality problems. Poultry processing, broiler industry and layer production audiences adopt technology and management systems that improve product quality, profitability, and food safety.

- 1.3.1 Conduct educational programs for broiler producers on the permitting process and the need for water quality management plans.
- 1.3.2 Develop and deliver curriculum to clientele on Hazard Analysis and Critical Control Point (HACCP) procedures, food safety, and plant efficiency.
- 1.3.3 Provide educational programs to the layer industry through the Texas Commercial Egg Clinic
- 1.3.4 Provide educational programs to the broiler industry through the Texas Broiler Symposium
- 1.3.5 Develop and deliver educational programs to poultry growers concerning husbandry and facilities.

1.4 Producers and agribusiness professionals increase their knowledge and adoption of risk management alternatives and strategies

- 1.4.1 Develop and conduct in-depth risk management training programs, such as Master Marketer, Advanced Risk Management workshops, The Executive Program for Agricultural Producers (TEPAP), Profitability Workshops.
- 1.4.2 Develop educational and technical assistance programs for producer groups or agribusinesses that are considering coordinated production or marketing systems.
- 1.4.3 Utilize the FARM Assistance database to analyze risk management practices and publish the results of these analyses.

1.5 Texas’ green industry sectors, including nursery, floral, landscape, and turf, will move toward their economic potential through demonstrations and evaluation of research-based technology and best management practices that meet economic and competitiveness criteria for business success.

Executive Summary

- 1.5.1 Conduct workshops for sports turf and green space managers
- 1.5.2 Implement the Sports Athletic Field Education (SAFE) program working with managers of sports turf venues
- 1.5.3 Conduct educational programming for turfgrass professionals and homeowners on the management and selection of water-efficient landscapes and irrigation systems.
- 1.5.4 Conduct workshops and other educational methods for nursery, floral and landscape professionals, focusing on sustainable principles and practices, with special emphasis on risk management.
- 1.5.5 Provide information to turfgrass producers that will enable them to develop cost of production estimates for use as a basis for pricing, investment and risk management decision-making

1.6 Through pesticide safety education, licensed and unlicensed pesticide users (including farmers, ranchers, pest control businesses, and the general public) will understand and adopt safer pesticide and nonchemical management methods for managing pests and will be able to continue their pursuit of business enterprises and employment.

- 1.6.1 Conduct quality and relevant Pesticide Safety Education Program (PSEP) trainings that support the licensing activities of Texas’ licensing agency (Structural Pest Control and Public Health), and encourage the safe application of pest control products
- 1.6.2 Update and distribute relevant educational material, including manuals and Web-based programs, to county Extension faculty
- 1.6.3 Conduct annual mandatory and advanced IPM regional trainings for school IPM coordinators and other school IPM stakeholders.
- 1.6.4 Develop IPM techniques and innovative training materials for institutions wanting to improve pest control while minimizing risks for employees and clientele for onsite visits.
- 1.6.5 Conduct regular, Extension-sponsored pest management training programs for structural and landscape pesticide applicators.
- 1.6.6 Minimize the economic and environmental costs of urban pest control for Texans.

1.7 Small-scale agricultural operators and commercial producers in rural and suburban areas will become more knowledgeable in effectively identifying and evaluating diversification strategies for risk mitigation and improved economic sustainability based on total management goals and optimal resource-base use.

- 1.7.1 Small Landowner Series conducted for clientele through county and multi-county efforts covering three or more of the following: beef cattle management, agricultural tax incentives, pasture establishment and/or management, pond

Executive Summary

establishment and/or management; wildlife management; range management; brush control; goat or sheep management; horticultural enterprises; orchard management.

1.7.2 Conduct “Prospective Wine Grape Grower Workshops” to educate and assist potential growers in the decision process for entering this industry.

1.7.3 Conduct “Pecan Orchard Management Short Course” to increase knowledge of potential and new pecan growers regarding decisions and processes for risk mitigation and improved economic sustainability based on total management goals and optimal resource-base use.

1.7.4 Conduct educational programs targeting small acreage landowners and commercial growers to increase knowledge in effectively identifying and evaluating diversification strategies using horticultural crops for risk mitigation and improved economic sustainability based on total management goals and optimal resource-base use.

1.8 Gulf fishers and aquaculture enterprise owners become more knowledgeable of technical and financial feasibility for value-added enterprises and of supply chain issues from production/harvesting to the consumer

1.8.1 Develop and deliver educational curriculum on best management practices to trade associations, industry leaders, and operators.

1.8.2 Work with aquaculture producers and the Texas Aquaculture Association in developing and delivering relevant educational programming either individually or at industry meetings

1.8.3 Expand the development of aquaculture information and the use of distance technology to effectively reach producers, associated agribusiness professionals, and educators with timely and relevant information.

1.9 Producers, landowners, agribusiness firms, and the organizations that represent them will become more knowledgeable regarding global forces impacting Texas and the agricultural and trade policy alternatives and consequences relative to long-term enterprise profitability and ‘safety net’ opportunities from federal and state sources.

1.9.1 Extension faculty will participate with AgriLife Research faculty in the Agricultural and Food Policy Center (AFPC) to analyze policy alternatives and provide consequences that are research-based for dissemination to policy makers and agricultural interest groups.

1.9.2 Specialized conference will be planned and implemented on opportunities such as exporting to Cuba.

1.10 Agricultural producers, landowners, agribusiness, and county Extension agents become more knowledgeable of best practices to prevent, detect, and respond to

Executive Summary

potential biosecurity issues, whether naturally occurring or through bioterrorist action.

- 1.10.1** Develop educational programs that teach livestock and poultry producers biosecurity awareness, epidemiology, common animal diseases, and media communication strategies
- 1.10.2** Develop educational programs and/or resource materials that teach county Extension agents and veterinarians and support the livestock owner / producer

2. Protect and conserve the natural resources of the State through educational programs for consumer groups:

2.1 Consumers, homeowners, agricultural producers, communities, and irrigation districts understand and adopt best management practices to protect water quality and enhance conservation so water supplies will meet future water needs in Texas that are essential for expanding agricultural growth, jobs, and the economy in both rural and urban areas.

- 2.1.1** Develop educational programs to promote efficiency and effectiveness of irrigation through improved timing and application of irrigation water on crop and forage land
- 2.1.2** Demonstrate conservation tillage strategies to manage and conserve soil water
- 2.1.3** Develop and deliver education program demonstrating use of alternative water resources for landscape irrigation.
- 2.1.4** Train existing and new Master Gardeners and other homeowners to implement water conservation and other environmentally responsible (Earth Kind® Landscaping) practices in their home landscapes
- 2.1.5** Use technology-assisted delivery systems (i.e., Aggie-Horticulture®) to educate users about water conservation and sustainable principles and practices.
- 2.1.6** Develop and deliver education program demonstrating efficient conveyance and delivery of irrigation water
- 2.1.7** Develop and deliver education programs on watershed management
- 2.1.8** Develop and deliver education programs describing water resources and proper management of these resources.
- 2.1.9** Develop and deliver education programs, such as Tex-A-Syst, on protection of local groundwater resources. Emphasize drinking water quality protection and appropriate treatments of contaminated water as necessary.
- 2.1.10** Develop and deliver education programs on groundwater resources and management for clientele in groundwater conservation districts.

Executive Summary

2.2 Producers, landowners, and consumers effectively evaluate and adapt research-based technologies to enhance wildlife conservation and management, fostering environmental stewardship while capturing economic benefit from the sales of nature-based experiences to customers.

2.2.1 Conduct educational programming aimed at enhancing wildlife and fisheries resources.

2.2.2 Develop timely news releases and magazine articles to enhance stakeholder awareness.

2.3 Landowners, professional ecosystem managers, community planners, and other interest groups become more knowledgeable, make informed decisions, and adopt best management practices that insure the proper management of rural and urban natural ecosystem resources through stewardship education in order to support the biological, sociological, and economic sustainability of those resources.

2.3.1 Conduct educational programs to improve the knowledge of forest management including alternatives and opportunities to produce traditional wood products and woody biomass.

2.3.2 Conduct educational programs to improve understanding of rangeland ecosystem processes and management options for multiple land uses including livestock production, hunting and nature tourism.

2.3.3 Work to facilitate better management practices on landscapes in the urban-rural interface areas.

2.3.4 Develop and deliver educational programs to improve the knowledge of urban and community forestry.

2.3.5 Youth and families will be introduced to natural resources through recreational opportunities, workshops, camps and competitions.

2.3.6 Expand the use of information technology to effectively communicate relevant and timely information to County Extension Agents, producers, associated agribusiness professionals, community planners, and the general public.

2.4 Advance the planning and management of natural resource-based recreation opportunities in Texas

2.4.1 Translate science-based relevant information into educational resources including fact sheets, pod casts, and web resources

2.4.2 Work with AgriLife Research and TAMU experts to translate science-based, relevant Recreation and Park related information into educational resources and or community programs addressing science driven or community identified issues

2.5 Texas agricultural producers increase their understanding about issues related to biofuels and how they could produce biofuel feedstocks.

- 2.5.1** Develop educational programs to educate producers and the agricultural industry on efficient production of biofuel feedstocks to meet the demand of Texas the bioenergy industry

3. Support Community Resources and Economic Development through educational programs for community leaders, businesses, the workforce, and tourism industry.

3.1 Texas communities gain knowledge supporting design and implementation of successful development strategies

- 3.1.1** Develop and conduct economic development educational programs
- 3.1.2** Plan and develop web-based resources to address needs of the targeted audience
- 3.1.3** Collaborate with TAMU and AgriLife Research faculty to develop science-based, relevant educational resources
- 3.1.4** Collaborate with TAMU and AgriLife Research faculty to provide technical assistance for entities planning, managing, and evaluating festivals and events
- 3.1.5** Provide educational opportunities for community, business, and entity leaders emphasizing customer service and guest experiences
- 3.1.6** Provide in-depth education, mentorship and technical assistance through implementation of initiatives involving tourism, community resources, entrepreneurship, value-added agriculture, retaining and expanding existing business and workforce development.
- 3.1.7** To provide technical assistance, publications, educational programming, and other resources related to regional socioeconomic data and its interpretation.
- 3.1.8** Develop educational programs and resources for coastal communities focused on enhancing quality of life and the environment.
- 3.1.9** Develop relevant, science-based resources and expand use of web based and distance technology to effectively educate PARD professionals and associated community leaders, volunteers and citizens

3.2 Community officials and businesses will evaluate nature tourism resources, facilities, and programs as part of their operations and development planning.

- 3.2.1** Develop resources for and expand use of web based and distance technology to effectively educate nature tourism constituents

Executive Summary

- 3.2.2** Provide educational opportunities for community officials, businesses, and citizens in nature tourism development and planning
- 3.2.3** Provide science-based technical assistance for nature tourism entities

3.3 Texas youth and adults will be prepared to participate fully in the 21st century workforce

- 3.3.1** Provide educational opportunities for youth and adults to participate in educational programs enhancing all aspects of workforce development
- 3.3.2** Develop resources and conduct educational sessions to improve front line employees' job skills and job abilities related to customer service and guest experiences.

3.4 Present and potential leaders will increase knowledge and abilities needed to effectively support the development of their communities.

- 3.4.1** Statewide implementation of leadership development programs
- 3.4.2** Develop and conduct continuing education conferences and seminars for county judges and commissioners, county and district clerks, treasurers, and tax assessor-collectors
- 3.4.3** Conduct TALL Program to selected future Texas leaders in the agricultural and fiber system

3.5 Texans and their communities become more resilient by effectively preparing for and recovering from disasters.

- 3.5.1** Provide resource handbooks and curriculum materials to Extension faculty to facilitate professional development and dissemination to families and communities.

4. Improve the health, nutrition, safety, and economic security of Texas families:**4.1 Improve Family Life for Texans**

- 4.1.1** Provide educational opportunities, such as conferences, newsletter series, and on-line courses to family and professional caregivers
- 4.1.2** Provide on line educational fee based programs for child care providers/regulators

Executive Summary

- 4.1.3** Collaborate with groups, organizations, and agencies to deliver childcare/eldercare programs
- 4.1.4** Provide educational support for career technical education teachers working with special needs children
- 4.1.5** Provide parenting and family life educational opportunities in communities
- 4.1.6** Increase military personnel participation in Extension military programs.

4.2 Helping People in Texas Eat Better and Safer

- 4.2.1** Implement the Better Living for Texans (BLT) program in every county with a Family Consumer Science agent
- 4.2.2** Implement program to target audience of BLT – Food Stamp certified, eligible, or waived audiences, using a variety of educational methods
- 4.2.3** Implement EFNEP in identified counties
- 4.2.4** Expand EFNEP into targeted Counties in Texas.
- 4.2.5** Identify emerging topics/issues in nutrition based on identified needs
- 4.2.6** Utilize the Master Wellness Volunteer program to implement general nutrition and food safety programs.
- 4.2.7** Utilize technology and media to promote nutrition in communities.
- 4.2.8** Provide food safety education to individuals who work in retail food service.

4.3 Helping Families and Individuals Manage Their Resources

- 4.3.1** Provide financial literacy and management educational opportunities such as Wi\$e Up, and Money Smart.
- 4.3.2** Implement and evaluate the Wi\$e Up financial literacy Curriculum for GenX women in Texas counties, in cooperation with the US Department of Labor – Women’s Bureau (US DOL-WB).
- 4.3.3** Increase awareness and adoption of the curriculum enrichment program, NEFE High School Financial Planning Program.
- 4.3.4** Provide education on healthy homes
- 4.3.5** Offer on-line education courses on Home Buying Process and Renting
- 4.3.6** Provide education on in-home water conservation
- 4.3.7** Provide education on preserving your home’s value and retaining your home
- 4.3.8** Provide assistance to disabled agricultural workers to help them maintain their ability to support themselves and their families

4.4 Improve the Health and Wellness of Texans

- 4.4.1** Provide wellness and prevention programs for individuals, communities and worksites such as, Do Well Be Well with Diabetes; Cooking Well with Diabetes;

Executive Summary

Cancer Prevention and early detection; Walk Across Texas; Master of Memory; Child Passenger Safety; Healthy Weight and Balance Food and Play.

- 4.4.2** Recruit and train volunteers to expand program delivery.
- 4.4.3** Train and provide resources to 4-H volunteers to implement the foods and nutrition project.
- 4.4.4** Develop or adapt programs for online delivery.

5. Prepare Texas youth to be productive, positive, and equipped with life skills for the future:**5.1 Developing Youth through Active Citizenship, Civic Engagement, and Betterment of Community Programs**

- 5.1.1** Engage youth in active citizenship education through Texas and National 4-H Congress
- 5.1.2** Youth gain insight into the legislative process through the Legislative Youth League
- 5.1.3** Engaging Youth-Serving Communities offers youth the opportunity to participate in meaningful service learning opportunities

5.2 Developing Youth through Active Communication and Expressive Arts Programs

- 5.2.1** Expand participation in 4-H Photography project; emphasize expansion to 4-H Military members.
- 5.2.2** Build and implement 4-H Videography project.

5.3 Developing Youth through Consumer and Family Sciences Programs

- 5.3.1** Implement the High School Financial Planning Program
- 5.3.2** Expand the 4-H Consumer Decision Making Project and ensure there are programmatic resources to support these projects

5.4 Developing Youth through Environmental Education Programs

- 5.4.1** Educate youth and volunteers through Shooting Sports Programs
- 5.4.2** Educate youth and volunteers through Water Education Programs
- 5.4.3** Educate youth through water programs specifically designed through range and land management
- 5.4.4** Educate youth and volunteers through wildlife educational programs
- 5.4.5** Educate youth through habitat management programs
- 5.4.6** Educate youth through outdoor challenge event

5.5 Developing Youth through Healthy Lifestyles Programs

- 5.5.1 Implement the Balance Your Day Program in School and After School Programs
- 5.5.2 Expand the 4-H Foods and Nutrition Project and ensure there are programmatic resources to support these projects (including food show and Quiz Bowl)
- 5.5.3 Implement the Food Challenge Concept into Districts across the State
- 5.5.4 Encourage youth physical activity through Youth Walk Across Texas
- 5.5.5 Teach safety education through Safety Camps

5.6 Developing Youth through Personal Development and Leadership Programs

- 5.6.1 Implementation of the Youth Business Management Program
- 5.6.2 Implementation of the Real World Ag Career Development Program
- 5.6.3 Provide youth with education and leadership opportunities through District Leadership Labs as well as County and District 4-H Councils.
- 5.6.4 Develop and Implement the Global Education and Cultural Awareness Program

5.7 Developing Youth through Animal Programs – Livestock and Dogs

- 5.7.1 M.E.N.T.O.R. - Select Volunteers will be trained to assist County Extension Agents in one of the five large animal livestock species.
- 5.7.2 4-H Livestock Management 101 Education
- 5.7.3 Continue to implement and build county level youth livestock education
- 5.7.4 Expand the dog program by implementing new activities.

5.8 Developing Youth through Plants Programs

- 5.8.1 Implement the JMG Level One and Level Two Programs
- 5.8.2 Implement the JMG Health & Nutrition From the Garden Program
- 5.8.3 Implement the JMG Wildlife Gardener Program
- 5.8.4 Implement the JMG Literature in the Garden

5.9 Developing Youth through Science Engineering and Technology (SET)

- 5.9.1 Develop 4-H SET Projects that are purposeful in teaching scientific methodology.

5.10 Developing Youth through Science of Agriculture Programs

- 5.10.1 Counties will implement Ag Fair Days

Executive Summary

Accountability to the Plan

Each of the strategies included in the summary has a minimum of one measure that will be reported against during each fiscal year of the plan. The measures seek to provide evidence of success toward addressing the Imperatives and Goals contained in the plan. In addition to the programmatic sections contained in this summary, the Operational Plan includes a number of sections dealing with administrative and operational functions that assist in addressing the programmatic issues.

The measures associated with each of the goals and strategies are unique to the program, and thus will differ substantially across the plan. There are, however, similarities in the measures that will be reported. Examples of data to be collected as evidence of success include:

- Perceptual knowledge gain, measured pre and post program
- Adoption (or intentions to adopt) best management practices
- Change in behavior as a result of educational intervention
- Customer Satisfaction with educational activities

These results will be reported in a variety of ways, including:

- Quarterly Reports from Departments and Units
- Monthly Reports from County Extension Agents
- Annual Outcome Summaries from Agents and Specialists
- Summarized Report against the Strategic Plan for each fiscal year
- Annual Report of Accomplishments submitted to U.S.D.A. and the Texas Legislative Budget Board

The use of Customer Satisfaction data is the most universal collection of data, utilized across all programmatic areas and applied uniformly to participants. This data serves as a strong indicator of future program impacts, and serves to meet the mandated performance measures of the LBB. The current FY 2010 Customer Satisfaction Index, a combined score of the most critical elements of customer satisfaction is **4.62** based on responses from **23,222** individual surveys. This baseline will provide the agency with a target for future fiscal year measurements.