

COOPERATIVE EXTENSION SERVICE

Statement of Purpose

North Carolina Cooperative Extension - Catawba County Center is a cooperative educational agency sponsored jointly by the United States Department of Agriculture, North Carolina State University (NCSU), North Carolina A&T State University, and Catawba County. It provides Catawba County citizens with scientifically based information and informal educational opportunities focused on local needs and issues in four major areas: Agricultural and Natural Resources, Family and Consumer education, 4-H and Youth, and Community and Rural Development.

Agriculture

1. Ninety (90) nurserymen, greenhouse growers, and landscape professionals will show increased knowledge of grounds management practices aimed at reducing inputs such as pesticides, water and fertilizer use. Seventy (70%) percent of those trained intend to implement at least one of the practices learned as a result of training provided by Extension staff. Success will be measured by participant surveys of knowledge gained and practices they intend to implement.
2. Two thousand five hundred (2,500) citizens will show increased knowledge and awareness of proper plant selection, plant management, and/or pest management practices in residential and community landscapes. This outcome will be met through plant clinics, workshops, and individual consultations. Evaluation will be based on contact data, pre/post testing of workshop participants and follow-up surveys.
3. One hundred (100) field and forage crop growers will increase production practice knowledge through grower meetings, field days, informal meetings, and newsletters. Twenty (20) growers will adopt new and/or improved production practices including improved variety selection, pesticide use, and pest management through this effort. Attendance rosters, informal feedback, and surveys will measure outcome results.
4. Sixty (60) dairy and other farmers will potentially increase farm profitability and demonstrate increased knowledge through implementation of one or more of the following farm management practices:
 - a. Animal waste and fertilizer management
 - b. Soil sampling
 - c. Dairy herd management
 - d. Commodity marketing
 - e. Price risk management

Evaluation will be based on participation in grower meetings, workshops, clinics, and field days, informal feedback, adoption of improved record keeping and business management practices, success stories and economic impacts.

5. Two hundred fifty (250) beef and forage producers will increase their knowledge and implement one or more management practices that will improve farm profitability in Fiscal Year 2006/07:
 - a. Improved decision-making in feed purchasing and utilization that will result in lower feed expenses and/or higher production goals for the farm enterprise.
 - b. Improved marketing methods for feeder calves and replacement heifers.
 - c. Improved knowledge of weed control options through Extension sponsored learning opportunities.
 - d. Utilization of alternative purchasing methods for farm inputs (group purchasing programs).
 - e. Thirty (30) youth will be targeted with educational events through the 4-H livestock program to include livestock judging, skill-a-thon, and live animal projects.
6. Twenty-five (25) participants will learn techniques in genetic and phenotypic evaluation for selecting high quality replacement animals, improved decision-making skills in evaluating feed purchases and marketing options to help improve farm profitability. This will be accomplished by participating in an educational tour of beef cattle operations in Kentucky. Evaluations will be based on written evaluation tools completed by clients, personal success stories reported by clients and other evidence of practice adoption.
7. One hundred fifty (150) horse owners will increase their knowledge of horse management by participation in programs on weed control and pasture management on horse farms, farm management, disease control and prevention, horse evaluation/selection, and horse waste management. Results will be measured by formal surveys of program participants, individual success stories and demonstrated achievement by youth in the 4-H horse program. Regional Equine Information Network System (REINS) volunteers will indicate hours of service and number of contacts via a formal monthly reporting process.

Environment and Natural Resources

8. Two hundred and fifty (250) citizens of Catawba County will gain an increased awareness about litter issues and effective solutions to problems caused by improper solid waste management through educational programming offered by Extension staff in collaboration with Keep Catawba County Beautiful and organizations

concerned with community beautification. Evaluation will be based on written evaluation tools completed by clients and informal feedback.

9. Seventy-five (75) citizens of Catawba County will gain knowledge about environmental realities such as biological diversity, ecosystem management, and urban wildlife management through educational programs, workshops, and individual consultations. Success will be measured by contact data, written evaluation tools completed by clients, and follow-up surveys.
10. Twenty-five (25) homeowners, business owners, or managers of public locations will adopt new and/or improved waste management practices as a result of attending training, presentations, or receiving information offered by Extension staff in collaboration with Keep Catawba County Beautiful and organizations concerned with proper solid waste management. Achievement will be tracked through success stories reported by clients, written evaluation tools completed by clients, informal feedback, and other evidence of practice adoption.
11. Twenty-five (25) individuals will adopt one or more environmentally sensitive landscaping practices as a result of attending training, presentations, or receiving information on such practices. Success will be measured by success stories reported by clients, follow-up surveys, informal feedback, and other evidence of practice adoption.
12. Fifty (50) citizens of Catawba County will gain knowledge about effective practices to conserve and protect ground and surface water as a result of training or education provided by Extension staff. Success will be measured by participant surveys of knowledge gained and practices they intend to implement.

Family and Consumer Sciences

13. One hundred (100) residents of Catawba County will increase healthy food choices and physical activity as a result of health and wellness education across the lifespan provided by Cooperative Extension in collaboration with Catawba County Health Partners and other agencies. Impact will be based on anecdotal evidence, pre/post tests, and instructor observation.
14. Fifty (50) Catawba County family members and caregivers of the aging population will gain a better understanding of lifespan development, develop positive interpersonal relationships and improve the quality of life for family members as a result of educational programs provided by Cooperative Extension and collaborating agencies. Success will be measured by pre/post tests, client self report, and instructor observation.

15. In collaboration with Habitat for Humanity, Social Services, Hickory Housing Authority and others, Cooperative Extension will provide educational opportunities for one hundred (100) Catawba County residents to develop skills and strategies to effectively manage their personal finances through expected and unexpected economic change and life events. Impact will be measured by the number of clients reporting financial status improved due to adoption of practices and skills learned.
16. In partnership with Environmental Health and other organizations/agencies, Cooperative Extension will provide learning opportunities for one hundred (100) Catawba County residents to improve the safety and health of their working and living environments. Results will be measured by the number of participants who attend workshops, discussion groups and trainings being offered.

4-H/Youth

17. Thirty (30) teens will improve their leadership and citizenship skills as a result of participating in teen-oriented educational programs and service learning opportunities offered through 4-H. Teens will demonstrate an increase in skills through successfully serving in leadership and volunteer roles (i.e. teaching workshops, serving as teen club leaders, etc.)
18. Nine hundred (900) youth will be gain knowledge and skills to enable them to live a healthier lifestyle. Programs offered will include LifeSkills (substance abuse prevention program) and Nutrition/Health programs. The results will be measured by administering pre/post tests and parent evaluations.
19. Two-hundred fifty (250) school-age youth will gain new knowledge, improve interpersonal skills, and be involved in community service/citizenship activities as a result of their participation in 4-H clubs. The 4-H club program will be strengthened by holding Community informational meetings to educate new families about the availability of 4-H clubs and helping current members expand their current level of involvement in North Carolina 4-H.
20. Six-hundred (600) youth will increase their understanding of science and literacy by participating in school enrichment, after-school, and special interest programs that compliment the school curriculum. As a result of participation youth will increase their knowledge and skills in problem solving. Knowledge and skill gain will be measured using a pre- and post-test.
21. Twenty high school youth representing different schools and community organizations will increase their knowledge and involvement in policy-making and the civic system as a result of their participation in the Catawba County Youth Council. Changes in participant's knowledge and attitude toward civic involvement

will be measured by the Civic Engagement and Attitude survey developed by NCSU Extension specialists.

Administrative

21. To ensure that all staff are following the current Catawba County and North Carolina State University accounting, travel, leave, computer, and equipment policies a section will be reviewed at a regularly scheduled staff meeting each month during Fiscal Year 2007/08.
22. To ensure our facilities are clean and in an orderly manner, a cleaning schedule for weekly, monthly, and bi-annual needs will be established in accordance with the Catawba County Maintenance Supervisor's contract with our current cleaning service.

Cooperative Extension Services

Reinventing Department

Organization: 310050

	2005/06 Actual	2006/07 Current	2007/08 Requested	2007/08 Approved	Percent Change
Revenue					
Federal	\$629	\$0	\$0	\$0	0%
Local	21,775	0	0	0	0%
General Fund	264,180	296,917	302,138	302,138	2%
Total	\$286,584	\$296,917	\$302,138	\$302,138	2%
Expenses					
Personal Services	\$224,178	\$234,511	\$243,695	\$243,695	4%
Supplies & Operations	62,406	62,406	58,443	58,443	-6%
Capital	0	0	0	0	0%
Total	\$286,584	\$296,917	\$302,138	\$302,138	2%
Employees					
Permanent	7.50	7.50	7.50	7.50	0%
Hourly	0.50	0.50	0.50	0.50	0%
Total	8.00	8.00	8.00	8.00	0%

Fiscal Year 2005/06 Outcome Achievements

Total Outcomes	Achieved	Partially Achieved	Not Achieved	Success Rate
20	19	1	0	95%

Budget Highlights

Outcomes for this department continue to focus on the four core areas of the program: Agricultural and Natural Resources, Family and Consumer education, 4-H and Youth, and Community and Rural Development. Cooperative Extension achieved 19 of 20 outcomes in Fiscal Year 2005/06, with one outcome for 50 educators to earn North Carolina Environmental Certification partially achieved. According to the mid-year achievement report for Fiscal Year 2006/07, the department is on track to achieve all outcomes for the current fiscal year. Below are highlights of accomplishments and plans for Fiscal Year 2007/08.

Environment and Natural Resources

The Natural Resources Agent continues to work with our local chapter of Keep America Beautiful. Certification was obtained for Keep Catawba County Beautiful (KCCB) in the October 2006 and Board members have completed the necessary certification training. In keeping with its mission to "promote education and responsible behavior regarding littering, recycling, proper solid waste management, and beautification," KCCB has focused its initial efforts on increasing public awareness and education about litter issues. Efforts in

Fiscal Year 2007/08 will focus on increasing awareness of litter issues and implementing effective solutions to problems caused by improper waste disposal.

4-H Program

The 4-H Program continues to provide short-term special interest and school enrichment programs to Catawba County youth. Last year, 1,057 students participated in a LifeSkills program about the dangers of substance use and increased their skills associated with avoiding substance use. 4-H after school programs involved 912 youth at 18 different school sites. New for Fiscal Year 2007/08 is the development of a youth council involving twenty high school youth representing different schools and community and the civic system as a result of their participation in the Catawba County Youth Council.

Family and Consumer Sciences

In the area of Family and Consumer education, outcomes continue to focus on the current financial status of citizens and particularly at-risk population. Scheduled programs for Fiscal Year 2007/08 will address financial management practices, quality of life, safe and healthy living and working environments, promoting healthy eating and behavior habits, and coordination with other agencies in the provision of mutually beneficial programs to citizens. In Fiscal Year 2005/06, Family and Consumer Sciences met and exceeded outcomes for improving knowledge of families in the areas of financial planning, improving the safety and health of work and living environments, weight management, and practicing health promoting behaviors.

Agriculture and Natural Resources

Agriculture and Natural Resources programs will continue to highlight the importance of best management practices in plant selection, pesticide control, management practices to improve profitability, and the education and awareness of local environmental issues. One of the successes so far this year is in the area of improved decision making in cattle feed purchasing and utilization. Local producers have utilized 701 tons of soybean hulls and corn gluten since July 2006 as a result of Extension educational programming. This translates into a cost savings of \$35,000 for these clients.