Alabama Cooperative Extension System
Urban Affairs and New Nontraditional Programs
2011-2015 Goals and Plan of Work

America’s population is becoming increasingly more urban with less than 20% residing in the rural and less than 2% making their living as farmers. Associated economic, social and environmental changes have opened new programs of work as Extension continues its mission to connect people and communities to university resources through educational outreach programs that value stakeholder input and volunteerism. The rural, agricultural base of Extension has expanded to embrace urban and suburban issues and concerns. The state’s land-grant universities, Alabama Agricultural and Mechanical University (AAMU) and Auburn University (AU) working cooperatively with Tuskegee University, have the responsibility to reach across state lines to extend services to citizens wherever they live. A network of professionals housed in Alabama’s 9 urban-based Extension centers, 67 county offices and 7 regional research and Extension centers work cooperatively with the universities and other state and local agencies and organizations to provide research-based information in priority program areas. Capitalizing on the delivery and information exchange potential of technology, Extension also has a national Web presence through eXtension. Funding and support are provided through local and state government and the National Institute of Food and Agriculture (NIFA) of the United States Department of Agriculture (USDA).

The Alabama Cooperative Extension System’s Urban Affairs and New Nontraditional Programs unit is a mandated focus by order of the 1995 court decree (Knight v. Alabama) giving AAMU the specific charge to provide leadership for all urban, new and nontraditional programs across the state to expand programs of vision and quality to all of the people of Alabama. Urban Affairs offers research-based information and technical assistance in the following core content areas:

- Human Nutrition, Diet and Health
- 4-H Youth Development and Volunteerism
- Family and Child Development
- Economic and Community Development
- Forestry and Natural Resources
- Consumer Science and Personal Financial Management
- Home Grounds, Gardens and Home Pests
- Animal Science and Forages
Goals 2011 – 2015

1. Prepare limited-resource, high-risk, and underserved families and individuals to balance diet, food preparation, food resources, and physical activity with health needs to manage chronic disease and improve health and wellness.
2. Engage urban youth and young adults in civic, social, scientific, career, and community service pursuits that promote personal development and mastery of life skills for positive and productive citizenship.
3. Promote the social, economic, and cultural growth and development of families and individuals across the lifecycle.
4. Strengthen the capacity of urban, suburban and emerging communities through partnerships with organizations engaged in revitalization, work force and economic development, and community building.
5. Institutionalize best practices in environmental education, conservation, and green space interventions to resolve current issues and avoid the long-term consequences associated with poor environmental stewardship and management of our soil, water, air, and energy resources.
6. Empower citizens to build financial security for home and family by managing credit, spending, saving, and investment resources for daily living and later life.
7. Reduce the impacts of humans on the environment by promoting environmental horticulture education to diverse urban and nontraditional audiences to help citizens make informed decisions about available ecosystem management, increase urban and nontraditional farm sustainability and local food security, and help citizens to be better stewards of their home and community environments, public spaces, farms, and business landscapes.
8. Educate new and existing farmers on agricultural management and sustainability strategies to support wise investments and decision-making for production of small ruminants and other nontraditional and alternative animal species.
9. Expand technological integration and community partnerships to build capacity for increased service to urban, new, and nontraditional audiences.

GOAL 1
Prepare limited-resource, high-risk and underserved families and individuals to balance diet, food preparation, food resources, and physical activity with health needs to manage chronic diseases and improve health and wellness.

SITUATION
Nutrition is one of the most serious health issues worldwide, with excessive indulgence being as problematic as the lack of availability of an adequate food supply. Good nutrition is essential to good health. Without a good balance of the basic nutrients, the body cannot function at capacity. The intake of high fat diets and the link to chronic illnesses is of particular concern to educators and health care providers. Diseases such as cancer, heart disease, obesity and diabetes account for more than three quarters of premature deaths. Contributing factors to poor nutrition and health include increased consumption of high fat and cholesterol foods, inconsistent and unbalanced meal patterns, and a lack of exercise. Statistics support the contention that minorities fair worse overall on health outcomes. Additionally, the poor, elderly, homeless, and unemployed within the Metropolitan Statistical Areas (MSAs) are at higher risk for chronic diseases, nutritional deficiency, and some forms of cancer.
ISSUES TO BE ADDRESSED
Issues to be addressed under this goal are metropolitan health and wellness, including food selection, preparation, purchasing and safety, balanced with a healthy lifestyle that includes exercise and adequate rest.

TARGET AUDIENCE
Program activities target Alabama's MSAs and counties and regions that are densely populated with Hispanics. Planned activities target four high-risk audiences: 1) seniors who participate in the nutrition programs at senior nutrition sites in the state's metropolitan areas; 2) youth and adults who live in public housing facilities in urban areas; 3) youth and adults at risk for high-risk diseases such as obesity, diabetes, cancer, and heart disease; and 4) Hispanic families, especially mothers of young children.

OBJECTIVE 1: Pursue external funding sources to support comprehensive nutrition education programs for limited-resource and urban populations.

Performance goal 1a: Develop and submit a nutrition education program proposal to the United States Department of Agriculture to solicit funding support for an Urban Nutrition Education Program (UNEP) to serve underserved families and senior citizens in inner city communities.

Performance goal 1b: Develop and submit an Urban Expanded Food and Nutrition Education Program (UEFNEP) proposal to the United States Department of Agriculture to solicit funding support to serve underserved Hispanic families (especially mothers of young children) in Alabama communities that are densely populated with Hispanic families.

OBJECTIVE 2: Empower low-income families, seniors, and underserved low-income Hispanic families to make wise food choices, to select and prepare safe foods, and to consume a nutrient dense diet of healthy foods.

Performance goal 2a: Revise as needed and implement the WEALTH and Power of Choice curricula to provide nutrition education that reaches a minimum of 10% of limited-resource families in the designated areas to promote the importance of good nutrition.

Performance goal 2b: Use the curricula and supporting resources to offer training programs to improve the skills of 50% or more of program participants on proper food selection, preparation, storage, and safety.

Performance goal 2c: Through educational seminars, publications, and interactive activities encourage increased physical activity of 10% or more of the program participants to reduce the prevalence of risk factors associated with chronic diseases.

Performance goal 2d: Through market tours, comparative shopping exercises, and food label comparisons, educate citizens on resource management practices to improve the skills of 50% or more of the program participants in securing and maintaining quality and quantities of food needed to promote good health.
OBJECTIVE 3: Promote lifestyle changes in dietary, social, and personal health habits to reduce obesity, promote safety, and reduce the prevalence of chronic, high-risk diseases in youth and adults.

Performance goal 3a: Plan and implement a health campaign through the Community, Health, Aerobic and Motivational Program Initiating Optimal Nutrition (CHAMPION) program that addresses obesity or chronic weight gain with a focus on balancing diet to reduce the rate of obesity in youth and adults.

Performance goal 3b: Establish community partnerships with health providers to increase knowledge, to improve proper food selection and decision-making skills, and to enhance stress management practices among an estimated 5% of the state's population relative to chronic diseases.

Performance goal 3c: Conduct nutrition education workshops, food demonstrations, and supermarket tours to promote wellness and food safety.

OBJECTIVE 4: Educate youth on how to make healthy choices when selecting, preparing, and consuming food to reduce the incidence of obesity among Alabama's youth.

Performance goal 4a: Identify community advocates and potential partners for program support.

Performance goal 4b: Design an educational outreach program that targets youth to improve their knowledge and skills in food selection, preparation, and consumption based on USDA recommended guidelines.

Performance goal 4c: Initiate campaigns with agencies, organizations, and other community-based organizations to support educational outreach to youth while in school, during after school programs, and in other youth and community settings.

Performance goal 4d: Conduct educational training seminars, workshops, and camps to improve the food selection knowledge and skills of youth to reduce obesity.

DELIVERY METHODS
Educational outreach to achieve the goals and objectives described will be accomplished through face-to-face training seminars and workshops, published curricula, market tours, comparison analyses, health campaigns, self-assessments, and a support network of urban nutrition education program assistants in urban areas.

DESIRE OUTCOMES
Through program initiatives under this goal, Extension educators seek to reduce the mortality rate due high-risk diseases, to improve the general health and nutrition of limited-resource families among public housing residents and senior citizens, and to reduce the obesity rate among children in Alabama.

EVALUATION OR OUTCOME MEASURES
- Number of clients trained in nutrition education
- Number of structured training sessions held
- Knowledge gained based on pre and post measures from nutrition education
- Number reporting improved diet based on USDA Guidelines
- Dollars saved as a result of wise food purchases based on training
- Measures of youth ability to make wise selections from food options
- Weight loss statistics among participants in training
- Reported lifestyle changes for physical fitness

RECOMMENDED SUPPORT TEAM
The recommended support team is Nutrition, Diet, & Health and the trained Urban Expanded Food and Nutrition Education Program (UEFNEP) and the Urban Nutrition Education Program (UNEP) program assistants, educators and management staff.

FUNDING SOURCES
Funds to support programs under this goal include the Alabama Cooperative Extension System’s municipal, state, and federal funding, USDA’s Food and Nutrition Service Nutrition Education grant funds for UNEP, and the USDA EFNEP grant funds.

REFERENCES


GOAL 2
Engage urban youth and young adults in civic, social, scientific, career and community service pursuits that promote personal development and mastery of life skills for positive and productive citizenship.

SITUATION
Cultural and economic climates for Alabama’s youth are dynamic and diverse, and communities function at many levels. Youth comprise about 25% of the state’s population – more than a million children between the ages of 5 and 18. More than a third (37%) of these youth live in single-headed households with limited resources (22%) and are at greater risk of developing social and economic problems including teen pregnancy, underemployment, substance abuse, physical abuse, and obesity. Thirty-six percent (36%) of these youths live in households where no parent has a full-time job. In addition, the state’s unemployment rate is at 9% for teens 16-19 who are not enrolled in high school and have not graduated. While teen birth rates have decreased the number of babies born annually to unmarried teens still remains high.

To avoid risky behavior and to contribute positively, youth must develop survival and coping skills based on consistent messages that foster a sense of how they belong, connect, and relate to their environments. Youth educators agree the most effective programs are those that work on multiple levels of achievement inclusive of: 1) growth towards self awareness
and independence, 2) a sense of safety and well-being, 3) structure, norms and limitations, 4) supportive relationships, 5) opportunities to belong, 6) opportunities for skill building (mastering), and 7) coordinated family, school and community involvement.

**ISSUES TO BE ADDRESSED**
Issues to be addressed under this urban youth development goal include leadership, personal development, community service and volunteerism, problem solving and scientific exploration, career development, consumer education, and citizenship.

**TARGET AUDIENCE**
The urban youth development programs target inner-city urban youth, and new and nontraditional underserved youth audiences who traditionally have not been involved in Extension youth development outreach including youth in public housing facilities, Boys and Girls Clubs, faith-based youth groups, city school systems and extended day programs.

**OBJECTIVE 1: Build life skills required for resiliency in adulthood by engaging youth in interactive experiences to foster personal development, decision-making, leadership, civic engagement, and personal safety.**

**Performance goal 1a:** Conduct the Teens Making Impact Program (TMI) in the state’s metropolitan regions to engage youth in learning experiences with recommended practices in:

a) *Life Choices:* Problem solving and decision making  
b) *Health and Fitness:* Healthy eating with supporting exercise for strength and endurance  
c) *Etiquette:* Social graces  
d) *Career Focus:* Real world simulations and practical exercise on career options  
e) *Civic Education:* Understanding citizenship, government and community based service  
f) *Community Service:* Giving back to the community

**Performance goal 1b:** Conduct an annual statewide youth conference and enrichment camp designed to involve youth in interactive personal development, community service, and leadership experiences.

**Performance goal 1c:** Implement the Points of Light Institute (PYLI) training series, and the Health Rocks! and Leadership Connection Curriculum to engage youth in experiential learning in:

a) Creative leadership  
b) Team communications  
c) Diversity  
d) Creative skills  
e) Goal setting  
f) Community projects planning and community mapping  
g) Drug and alcohol abstinence education

**Performance goal 1d:** Provide workshops and printed publications to educate youth on Internet safety issues.
OBJECTIVE 2: Improve academics and individual well-being among teens using career and consumer education resources that lead to high school graduation, advance degrees, and technical careers.

Performance goal 2a: Educate youth on nontraditional, innovative workforce, and career development, and entrepreneurship opportunities using resources such as Welcome to the Real World, Career Summits, and career education workshops to improve awareness and to prepare participants to make sound career choices.

OBJECTIVE 3: Build problem solving and scientific interests and abilities through experiential science, engineering, and technology outreach.

Performance goal 3a: Implement a science, engineering and technology (SET) curriculum to introduce youth and young adults to the scientific approach to problem solving and to stimulate interest in science, engineering, and technology careers.

OBJECTIVE 4: Expand community partnerships between teens, adults, and service providing agencies that will contribute to belonging, enhanced leadership, increased volunteerism, and meaningful community involvement.

Performance goal 4a: Maintain a structured volunteerism program to recruit, screen, train, and record impact of volunteer services provided through Extension’s Urban Affairs unit.

Performance goal 4b: Recruit Alabama students enrolled at middle schools, secondary, and post-secondary schools to volunteer service.

Performance goal 4c: Conduct volunteer training for 100% of the students involved in volunteer experiences through Extension and Alabama A&M University.

Performance goal 4c: Provide opportunities for service learning and civic engagement through formalized community partnerships initiated through Extension’s Urban Affairs unit’s Volunteer in Urban Programs (VIP) and the Alabama Community Training in Volunteer Education (ACTIVE) program, as well as AAMU’s Service Learning Network (SLN) that is managed by Extension staff.

OBJECTIVE 5: Maintain and establish partnerships with community agencies and volunteers to implement programs and to provide educational resources that empower youth to make healthy lifestyle choices.

Performance goal 5a: Engage community partners (agencies and volunteers) to address the issue of drug and alcohol usage among middle school age youth.

Performance goal 5b: Implement the 4-H HEALTH ROCKS! curriculum designed to help youth learn skills such as decision making, critical thinking, and stress management with special emphasis on healthy choices related to drugs, alcohol, and tobacco use prevention.

DELIVERY METHODS
Program delivery methods to achieve this goal include the VIP program, the SLN, the ACTIVE program, computer-delivered programs, field trips, tours, mentor shadowing, school
educational outreach programs, after school activities, community seminars and workshop training, organized volunteer groups, youth conference events, and face-to-face trainings in program series using adapted, adopted, or newly developed curriculum resources such as TMI, PLYI, Welcome to the Real World, and Teen Leadership Connection resources.

**DESIRED OUTCOMES**
Desired outcomes are improved knowledge in personal finances and resource management among youth, enhanced youth involvement in community leadership and service, enhanced knowledge of nontraditional career options, and career development opportunities.

**EVALUATION OR OUTCOME MEASURES**
Outcome measures for this goal are:

- Number of youth who participated in volunteer training
- Number of youth involved in community service and volunteerism
- Assessed impacts of community service based on individual community projects and services
- Number of volunteer hours accrued
- Number of Career Summits held across the state
- Number of youth involved in Career Summits and trained on career options
- Number of Welcome to the Real World programs conducted
- Number of youth assisted with career choices through program activities
- Number of youth that pursue technical and nontraditional careers as a result of the training
- Number of leadership development programs conducted
- Number of leaders trained
- Number of leadership activities initiated by trained participants

**RECOMMENDED SUPPORT TEAMS**
Recommended teams to support implementation of this goal include the youth development core team and Community and Economic Development core team.

**FUNDING SOURCES**
Funding support for the proposed youth development activities include Alabama Cooperative Extension municipal, state and federal funds; Health Rocks!, a USDA-funded grant; and Children Youth and Families at Risk (CYFAR) that is funded by a CYFAR grant.

**REFERENCES**


GOAL 3
Promote the social, economic, and cultural growth, and development of families and individuals across the lifecycle with a focus on urban, new, and nontraditional families.

SITUATION
Family values and family structures have changed significantly over the past two decades. The concept of a man and woman bonded by marriage with off-springs no longer is the sole descriptive that defines a family unit. Households may be lead by single parents, couples with no children, or same sex couples. Families are often extended as children take on the responsibilities of caring for their aging parents or relatives take on the responsibilities of parenting children of relations. Whatever the make-up, the overall well-being of families is affected by the same complex issues of parenting and healthy marriages, financial security, physical health, families in transition, and associated legal concerns. Included are veteran families interested in post-military support, incarcerated women involved in re-entry services, and community concerns for infrastructure improvements that impact families. These issues guide Extension’s urban focused family life education programs that are designed to address:

1. Basic parenting and family strengthening approaches for nontraditional families, grandparents parenting grandchildren and families in divorce transition
2. Legal issues for families and consumers
3. Health, legal, financial education for an aging population
4. Community infrastructure and family welfare services that target incarcerated women in correctional re-entry programs, and community infrastructure projects that impact family self-sufficiency
5. Services to veterans and the military community interested in small business development and expansion

The intent is to build partnerships, networks, and groups to strengthen the resiliency of families, targeting urban community dwellers. Nontraditional delivery modes and state and nationally renowned, interactive curricula, and resources are used to educate families.

ISSUES TO BE ADDRESSED
Empowering nontraditional families, grandparents raising grandchildren, financial security, legal education, elder law and health of aging populations, and families in divorce transition, building resiliency in incarcerated women in correctional re-entry programs, post-military entrepreneurial efforts for family financial security, and community economic development that builds local, regional and national partnerships for family empowerment are issues to be addressed.

TARGET AUDIENCE
Nontraditional families including limited-resource and single-parent households, families in inner city areas such as public housing facilities, and other nontraditional families including families in divorce transition, single-parent households, and grandparents parenting grandchildren, the aging population, legal education, incarcerated women in correctional re-entry programs, veterans and military communities, and municipalities on the urban/rural fringe.
OBJECTIVE 1: Provide community accessible information via the Web to educate the general public on the changing status of Alabama families and how they function socially, economically and culturally.

Performance goal 1a: Educate urban audiences on the changing dynamics of families and expand the availability of information and programs that embrace family diversity including families in transition, teen parenting, single-headed households, teen fathers, limited-resource families, culturally diverse families, etc.

Performance goal 1b: Maintain a Web presence with the “A Look at Alabama Families” website providing statistical data and current information on the state of Alabama’s families.

OBJECTIVE 2: Expand the reach of programs that address the needs of a growing aging population through a "Successful Aging Initiative" in each of the state’s 10 metro areas to provide resources and information to senior citizens on legal, health, and financial matters.

Performance goal 2a: Develop publications to enhance citizens' awareness and identify responses to legal education issues.

Performance goal 2b: Partner with the State Bureau of Psychiatry, the Area Agency on Aging, Legal Aid, faith-based organizations and others to provide legal assistance education and to establish partnerships for legal and health referrals for senior citizens in each of the state’s ten Urban Centers.

Performance goal 2c: Provide educational training and referral information on estate planning (i.e. wills and trusts) to increase the number of citizens in the ten MSAs who are taking steps toward financial security in later life.

OBJECTIVE 3: Educate citizens on legal resources and options for responding to issues related to elder law, youth and the law, civic rights and responsibilities, etc.

Performance goal 3a: Publish legal education resources to enhance citizens' awareness and response to legal issues including information on referrals and legal services.

Performance goal 3b: Conduct educational seminars and training expos to educate citizens on legal resources and options for responding to issues related to sexual harassment on the job, elder law, youth and the law, civic rights and responsibilities, etc.

OBJECTIVE 4: Facilitate community based educational opportunities through Family Life Centers and community laboratories that will support grassroots outreach on parenting, healthy marriages and related family issues in underserved inner city areas.

Performance goal 4a: Maintain the "Family Life Center" partnership with Huntsville Housing Authority, Madison County, and AAMU’s Family and Consumer Sciences Department to provide family resiliency information and services designed to
improve the well-being of inner-city families in public housing facilities.

**Performance goal 4b:** Establish partnership agreements with municipalities, agencies and organizations to create and maintain satellite centers and community laboratories in close proximity to inner-city areas to support community-based program delivery of family, nutrition, community development, and other urban programs.

**OBJECTIVE 5:** Provide technical assistance for establishing and facilitating networks and support groups across the state that will conduct community information sessions and identify community resources for grandparents and other relatives parenting children through the Grand Parenting (Relatives as Parents Program - RAPP).

**Performance goal 5a:** Collaborate with Area Agencies on Aging, American Association of Retired Persons, and other service agencies to establish a minimum of one support group for grandparents raising grandchildren in each of the state's primary MSAs.

**Objective 6:** Provide educational outreach information, multi-media resources, and community linkages for organizational capacity-building in new and nontraditional family welfare opportunities.

**Performance goal 6a:** Provide family welfare re-entry support services to incarcerated women and follow-up outreach to halfway house parolees.

**Performance goal 6b:** Develop outreach multi-media resources that raise awareness of the unique needs of female offenders based on such “characteristics as past victimization from physical and sexual violence, prior drug and alcohol abuse, and their role as mothers” (SLC Special Series Report: Female Offenders: Special Needs and Southern State Challenges, p. 2).

**Performance goal 6c:** Promote the establishment and expansion of small business opportunities for veterans and the military community in an effort to increase family prosperity and self-sufficiency.

**Performance goal 6d:** Develop municipal economic development and leadership initiatives for at-risk towns on the urban/rural fringe.

**Performance goal 6e:** Explore best practices in family welfare for new and nontraditional audiences, including incarcerated females, military families, and at-risk municipalities on the urban/rural fringe, through e-extension delivery modalities

**Performance goal 6f:** Create nontraditional collaborative networks with new regional partners to address the disparity in opportunities for ex-offenders, veterans, and residents in urban/rural HUD-Zone areas.

**DELIVERY METHODS**
The "A Look at Alabama Families" website, online curriculum resources, satellite trainings, the Urban Affairs’ satellite Family Life Center, seminars and workshops, support groups,
senior expos, and a family conference will be used to deliver programs and new program models.

DESIRED OUTCOMES
Improved well-being of the state's aging population - health, financial and legal, structured support groups for grandparents raising grandchildren, enhanced well-being of urban and nontraditional families.

EVALUATION OR OUTCOME MEASURES

Outputs
- Number of senior and grandparent support groups established
- Number of senior expos conducted
- Number of seniors participating in senior expos
- Number of training programs conducted
- Number of publications completed
- Number of publications distributed to target audience
- Number of attendees enrolled in programs
- Number of new collaborations organized
- Number of organizational and community infrastructure changes

Outcomes
- Percentage of individuals who established wills and trusts as a result of training
- Dollars saved through health and legal referrals
- Increased collaboration with women’s correctional facilities
- Increased use of Extension publications in correctional facilities
- Increased delivery of family welfare programs in female correctional facilities
- Lower percentage of women penal recidivism
- Increased collaboration with small business advocacy community
- Increased co-branding of outreach activities with urban Extension
- Increased joint-programming with small business advocacy community
- Increased multi-media marketing of small business opportunities
- Increased outreach to veteran and military community

RECOMMENDED SUPPORT TEAM(S)
Children, Youth, and Families and Consumer Science and Resource Management are the recommended support teams.

FUNDING SOURCES
Municipal, county, state and federal Extension funds, grants, and program sponsorships will support programs under this goal.

REFERENCES

GOAL 4
Strengthen the capacity of urban and suburban communities to effect change through community partnerships with organizations engaged in workforce and economic development, small business and entrepreneurship development, community leadership, community building, and revitalization activities.

SITUATION
The state of the economy impacts the way we look at social, intellectual, financial, and physical resources required to build capacity, sustain, and restore our communities. To solve economic and community development concerns, leaders traditionally explore business and workforce development strategies, community partnerships, community development organizations, and non-profit organizations to effect change aimed at improving the quality of life for citizens. These traditional practices have great merit. And, in recent years, emerging change agents have successfully integrated more nontraditional community development approaches including technology, leveraging assets, and building on existing strengths as effective supporting strategies.

ISSUES TO BE ADDRESSED
This state goal addresses innovative community and economic development strategies in urban and underserved Alabama communities.

TARGET AUDIENCE
Urban and underserved communities and community leaders, community resource development agencies and educators, underemployed and unemployed youth and adults, employment agencies, entrepreneurs, Hispanic and diverse audiences, and urban communities are targeted.

OBJECTIVE 1: Enhance the capacity of small and minority businesses through computer-based resources and technical assistance.

Performance goal 1a: Establish an online virtual mall that showcases minority businesses and offers marketing and capacity building resources to business owners.

Performance goal 1b: Promote the technical skills of business owners to effectively use technology for mass marketing for increased sales and revenue.

OBJECTIVE 2: Support organizing and capacity building through community partnerships that encourage active citizen involvement to effect positive change.

Performance goal 2a: Empower citizens to effect change by engaging them in training programs that educate on the basic principles of community organizing, economic development, organizational development and fundraising to prepare them to better manage outcomes of nonprofits and government agencies for community strengthening.

Performance goal 2b: Initiate community partnerships that will provide opportunities for citizens to exercise skills learned in community development by becoming active in their community and taking ownership over issues that they can address, and that will result in positive community changes.
OBJECTIVE 3: Prepare first-time home buyers to make wise purchase decisions to avoid home foreclosure.

Performance goal 3a: Build a qualified staff of certified agents through participation in available first time home buyer certification programs.

Performance goal 3b: Offer training and counseling referrals to first-time home buyers in regard to:

a) Best practices for home buying  
b) Credit basics  
c) Lending basics  
d) Spending plans  
e) Credit worthiness and readiness.

OBJECTIVE 4: Design and implement Extension outreach resources and programs to educate and empower Hispanics and other minority cultures in Alabama to function in the larger society by offering training in health and safety, family resiliency, civic responsibilities and rights, and legal issues.

Performance goal 4a: Maintain Spanish speaking Extension outreach in Marshall and DeKalb counties (the state's most populated areas for Hispanics) to provide client sensitive outreach to Spanish-speaking audiences in the areas of family, nutrition, and health.

Performance goal 4b: Design and maintain user-friendly resources including a website on family and community research-based information and publications for Spanish speaking audiences to educate Spanish-speaking citizens and assist English-speaking service providers to address real issues.

Performance goal 4c: Design, adapt, and adopt user-friendly resources to educate citizens on individual assessments, job search, career awareness, and job preparedness skills.

Performance goal 4d: Identify referrals and resources of agencies and organizations that can provide services to Hispanic and other minority cultures.

Performance goal 4e: Conduct a series of family education and information fairs in a minimum of 50% of the state's MSAs designed to appeal to Spanish-speaking citizens focusing on north Alabama counties with large Hispanic populations.

Performance goal 4f: Conduct family education and information fairs designed to appeal to other minority cultures focusing on urban counties that are experiencing significant growth in minority populations.

Performance goal 4g: Use adult and youth focused curricula such as Welcome to the Real World to educate an estimated 5% of the state's unemployed or underemployed citizens on career and job search skills.
**Performance goal 4h:** Maintain a one-stop, online job search and preparedness tool to assist citizens in preparing for and identifying available jobs across the state.

**Performance goal 4i:** Provide community focused seminars and career summits in 50% of Extension’s Urban Centers to educate young adults on career choices and job alternatives including small business ownership/entrepreneurship.

**Performance goal 4j:** Increase the percentage of Alabama high school graduates who pursue nontraditional careers in counties participating in Career Summits.

**Performance goal 4k:** Collaborate with small business organizations to provide training in small business enterprises.

**OBJECTIVE 5:** Upgrade and uplift the state’s urban and nontraditional audiences’ economic capacity through outreach that supports the development of a competent and diverse professional workforce.

**Performance goal 5a:** Implement the Welcome to the Real World Curriculum to engage urban and nontraditional audiences in activities and training simulations designed to guide workforce development, career planning and employment pursuits.

**Performance goal 5b:** Implement the Promoting Readiness for Employment Possibilities (PREP) program to prepare youth and young professionals for the job search.

**Performance goal 5c:** Maintain the WECAN4U online one stop job shop website.

**DELIVERY METHODS**
Community partnerships and memorandums of understanding, websites, workshops and seminars, educational "family fairs," diversity organizations, and career summits will be used to deliver programs.

**DESIRED OUTCOMES**
Enhanced community and economic development in underserved communities in Alabama, a better prepared workforce and a decrease in unemployment statistics, improved race and cultural relations in diverse communities in Alabama, increased awareness and appreciation of cultural differences are desired outcomes.

**EVALUATION OR OUTCOME MEASURES**
- Number of community and economic development programs conducted
- Community and economic development training resources developed
- Number of community and economic development projects conducted
- Estimated amount of economic profit or gain
- Community and environmental resources identified
- Number of first-time home buyers trained
- Number of families referred and counseled in foreclosure prevention
- Number of mortgage foreclosure interventions
- Number of career education programs conducted
- Percentage of participants pursuing new and nontraditional and technical careers
- Percentage of participants who improve their job search skills
• Number of participants who obtain employment
• Number of culturally diverse programs conducted to educate on cultural differences
• Number of participants attending trainings

RECOMMENDED SUPPORT TEAM(S)
Community Resources and Economic Development is the recommended support team for this goal.

GOAL 5
Institutionalize best practices in environmental education, conservation, and green space interventions to resolve current issues and avoid long-term consequences associated with poor environmental stewardship of our soil, water, air, and energy resources.

SITUATION
Environmental degradation is becoming a critical issue in Alabama. To date, Alabama has some of the most threatened aquatic ecosystems in the nation (ADEM, 2002; Lydeard and Mayden, 1995). Consequently, it has lost more native species to extinction than any other state, except Hawaii (Stein et al., 2000). As urban communities continue to grow and expand, urban fringe issues such as soil, water and air pollution, solid waste management, wildlife management, natural resource conservation, and green space preservation are increasingly becoming a concern for many families.

Families and communities have a right to clean, safe, and controlled environments. Therefore, the protection of our natural resources is essential. There is a demand for outreach programs that address environmental illiteracy and offer integrated approaches to help resolve environmental issues, especially in areas like water quality. The USDA recently identified water quality as a national initiative and has a mandated responsibility to develop and deliver programs for public education on water quality. However, real changes cannot take place until citizens are prepared to share responsibility and provide broad input in environmental decision-making efforts. This requires a concerted effort involving effective leadership, active input and dialogue with stakeholders, and collaborative problem solving in the development of innovative strategies to tackle problems that citizens face (USEPA, 2006). In addition, each individual citizen must be prepared to make a conscious effort to protect the environment whenever possible. Knowledge and understanding of environmental issues, like global climate change, point and non-point source pollution, deforestation, and urbanization are essential tools for such in-depth involvement. People working together and collaborating with agencies, such as Extension will ultimately lead to enhanced environmental stewardship and an improved quality of life for Alabama families.

The urban unit of the Alabama Cooperative Extension System seeks to promote urban and nontraditional environmental programs by helping citizens to make informed decisions, to explore new and alternative production system and services, and to manage environmental issues where urban/rural communities interface.

ISSUES TO BE ADDRESSED
Issues to be addressed under the state goal are environmental concerns in urban communities and environmental systems and services to respond to changing community needs. Specific areas include: environmental pollution and prevention, soil, water and air quality, watershed management, solid waste management, storm water management,
natural resource conservation, point and non-point source pollution, energy conservation, global climate change, green space preservation, fauna and flora biodiversity, urban forestry, and wildlife management.

TARGET AUDIENCE
This goal targets individuals in urban and nontraditional communities, and urban/rural interface environmental control groups.

OBJECTIVE 1: Improve environmental quality and enhance the overall safety, usefulness, and aesthetics of environments for citizens living in Alabama’s metropolitan areas and on the urban and rural fringe.

Performance goal 1a: Improve the knowledge of natural and anthropogenic impacts on environmental quality to influence consumer responses to issues related to forestry, wildlife, and natural resource management.

Performance goal 1b: Design research-based educational programs that target youth and adults to improve their knowledge and skills in environmental education.

Performance goal 1c: Conduct community seminars, workshops, and trainings with environmental themes to educate citizens and extension personnel on issues specifically related to environmental pollution and prevention, watershed management, global climate change, soil, water and air quality, wildlife management, GPS and GIS technologies, remote sensing, fauna and flora biodiversity, and natural resource conservation.

Performance goal 1d: Involve adults and youth in outdoor activities that encourage more interactive engagement with nature and promote societal behavioral changes as they relate to environmental protection and conservation.

Performance goal 1e: Encourage increased environmental awareness through publications, educational training and seminars, environmental expos, and other interactive activities.

Performance goal 1f: Educate the public on complex issues related to environmental quality and human safety, health, and wellness.

OBJECTIVE 2: Maintain the Urban Environmental Science Education Program (UESEP) focusing on programming outreach, and environmental management and preservation of urban environments.

Performance goal 2a: Maintain an online presence through the UESEP website and social media networks in order to provide community accessible information to educate the general public on environmental issues.

Performance goal 2b: Develop/adopt/adapt environmental curricula to provide environmental education to nontraditional audiences.

Performance goal 2c: Pursue external funding sources to promote environmental awareness, improve stewardship, and increase scientific interests and abilities.
Performance goal 2d: Develop a Science and Extension Video Resource Library and visual as well as digital interactive extension education models and tools for target audiences.

Performance goal 2e: Build a staff of qualified agents and specialists through participation in state and national environmental certification programs.

OBJECTIVE 3: Maintain the E-waste Institute to educate and respond to community needs related to electronic waste management and disposal.

Performance goal 3a: Build partnerships with Alabama A&M University and relevant community organizations to expand the services and reach of the E-Waste Institute.

Performance goal 3b: Empower citizens to effect change by engaging them in training programs and seminars that improve science-based knowledge concerning the dangers associated with solid and hazardous waste resulting from the use on electronic products.

Performance goal 3c: Increase awareness of electronic waste pollution and its potential threat to the environment and public health.

Performance goal 3d: Identify agencies and organizations that can provide services for properly disposing of solid and hazardous waste electronic materials.

OBJECTIVE 4: Develop effective and efficient partnerships with local, state, and federal agencies and organizations that enhance the environmental outreach capabilities of Extension, promote societal change, reduce environmental illiteracy, and improve decision-making.

Performance goal 4a: Identify environmental groups for potential support and engage community partners, and agencies to address environmental issues and concerns.

Performance goal 4b: Provide information, interactive opportunities and educational resources to stakeholders and urban communities concerning aspects of environmental quality.

Performance goal 4c: Engage extensively with stakeholders to enhance their capacity to implement effective residential, commercial, and agricultural best management practices (BMPs).

Performance goal 4d: Partner with local and state agencies to train citizens in environmental law and justice.

Performance goal 4e: Train Alabama’s urban communities to understand policies and procedures to prepare them to respond to environmental justice issues that protect the environment and public health.
Performance goal 4f: Work with the Department of Natural Resources and Environmental Sciences (NRES) at Alabama A&M University to develop environmental science and applied research-based Extension programs.

DELIVERY METHODS
Program delivery methods to achieve these goals and objectives described will be accomplished through seminars and workshops, published curricula, mini-grant proposals, online resources, publications, factsheets, websites, partnerships, field days, school outreach programs, and demonstrations.

DESired OUTCOMES
Enhanced knowledge of environmental concepts and issues, reduced rates of environmental illiteracy, enhanced environmental awareness, and improved environmental stewardship and resource management.

EVALUATION OR OUTCOME MEASURES
- Number of environmental education programs developed
- Number of clients trained in environmental education programs
- Number of youth and adults who increased their interactions with the environment
- Number of environmental training programs and workshops conducted
- Number of environmental waste management programs developed
- Behavioral changes that provide evidence of adoption of best practices in the home and external environment
- Number of recycling and e-cycling events conducted
- Amount of solid waste collected and managed through drives and campaigns
- Number of outdoor classrooms and projects developed
- Number of community collaborations to address water and environmental quality issues
- Number of publications developed and distributed
- Number of communities assisted with green space development and preservation
- Number of monitoring and restoration projects developed and conducted
- Knowledge gained based on pre and post measures from environmental education
- Reported societal behavioral changes and reductions in environmental illiteracy
- Reported reductions in sedentary activities and increases in outdoor physical activities
- Reported improvements in comprehension, communication and reasoning skills of youth

RECOMMENDED SUPPORT TEAM(S) OR EXPERTISE
The Forestry, Wildlife, and Natural Resources core team is recommended to provide leadership for activities under this state goal.

FUNDING SOURCES
Funds to support this goal will be provided through funded grants, fundraising, and municipal, state and federal Extension funds.

REFERENCES


GOAL 6
Empower citizens to build financial security for home and family by managing spending, credit, savings, and investment resources for daily living and later life.

SITUATION
Financial pressures rank high among the top ten issues facing twenty-first century families. As we move through an economic recession, many families and individuals have come to the realization they are not financially prepared. Most families do not have in place an investment and savings plan for financial security. Chronic misuse of credit and mismanagement of financial resources have left some families in uncomfortable financial situations of high debt and accelerating mortgages. Financial practices impact long and short-term goals, self sufficiency, and family stability. Regardless of income, all responsible consumers must ultimately assess their resources and determine how to spend, invest and secure their financial future. Financial educators agree that many families and individuals lack the financial literacy needed to make good financial choices about spending, banking, saving, investing and securing their financial resources including protecting their interests from fraud and poor financial advising. This is particularly true for young adults pursuing financial independence. Essentially, consumers need realistic financial management information.

ISSUES TO BE ADDRESSED
Consumer resource management including credit, savings, investing, banking, and consumer fraud are issues to be addressed under this goal.

TARGET AUDIENCE
Objectives and performance activities under this goal target youth and adult consumers in urban and rural communities, including high school youth in grades 9-12, young professionals, and senior citizens.

OBJECTIVE 1: Prepare citizens to maintain and build credit scores and stable financial standings for their immediate and long-term financial health.

Performance goal 1a: Focus on educational outreach through workshops and training seminars to facilitate responsible management of resources to avoid financial risks, indebtedness, and bankruptcy offering training in budgeting, credit management, and saving and investing to help citizens maintain and build credit scores, make sound investments, and establish good financial standings for their family’s financial health.
**Performance goal 1b:** Develop supportive publications that will facilitate consumer habits that foster good budgeting and resource management across the lifespan.

**OBJECTIVE 2:** Maintain a nontraditional, computer-based educational platform to help teens and young children develop sound consumer and financial skills early in life.

**Performance goal 2a:** Maintain a license agreement with the National Consumers League to conduct the LifeSmarts consumer education program in the state of Alabama.

**Performance goal 2b:** Recruit volunteer coaches across the state to provide leadership for this program in schools and other youth education settings.

**Performance goal 2c:** Follow national guidelines to conduct county and state program activities to support LifeSmarts training and competitions across the state.

**Performance goal 2d:** Improve the finance and consumer knowledge for the youth participating in the program.

**DELIVERY METHODS**

Delivery methods will include computer-based curricula and training resources; federally and state designed resource management and money tracking resources in online and CD format for statewide distribution; established partnerships with national and state agencies including the National Consumers League; and annual conferences with a focus on resource management.

**DESISHED OUTCOMES**

Improved knowledge and application of resource management information, decreased percentage of consumer fraud victims, increased percentage of families with established budgets or money tracking resources, and improved individual and family financial security are desired outcomes.

**EVALUATION OR OUTCOME MEASURES**

- Number of consumer resource management resources developed
- Number of consumer resource management resources distributed
- Number of training seminars conducted
- Number of clients trained in banking and direct deposit, credit, savings, investing and consumer fraud
- Number of consumers in attendance at training programs
- Number of consumers adopting recommended behaviors
- Number of LifeSmarts teams established
- Number of coaches recruited
- Assessments of knowledge gained by LifeSmarts participants
- Percentage of clients adopting the behavior

**RECOMMENDED SUPPORT TEAM(S) OR EXPERTISE**

Consumer Science and Resource Management core team leadership is recommended to achieve objectives under this goal.
FUNDING SOURCES
Municipal, state and federal Extension funds, and sponsorship from the Alabama Securities Commission will be used to support programs offered under this goal.

REFERENCES


Goal 7
*Reduce the impacts of humans on the environment by promoting environmental horticulture education to diverse urban and nontraditional audiences to help citizens make informed decisions about available ecosystem management, increase urban and nontraditional farm sustainability and local food security, and help citizens to be better stewards of their home and community environments, public spaces, farms and business landscapes.*

SITUATION
*Sustainable landscape maintenance is new to almost 50% of American homeowners* (Butterfield and Butler, 2008). In 2007, very little information was available about rainwater collection for irrigation. Today, there is a plethora of excellent resources; however, homeowners and commercial remain relatively unaware of rainwater collection systems and their uses and benefits. In Alabama alone, if 10% of all homeowners collected rainwater for irrigation or toilet flushing, more than 8 billion gallons of water per year would not need water treatment, would not contribute to erosion, would not flood streams and lakes, and would not be taken from lakes, streams or groundwater (Sabota, 2009). Consumer awareness and education is needed about rainwater collection, water distribution, irrigation, drought tolerant plants, swales and other water conservation methods. In testament to the water crisis, the state of Georgia is in the process of passing legislation to provide tax credits for rainwater collection systems.

ISSUES TO BE ADDRESSED
Issues to be addressed under this state goal are environmental horticulture, water conservation and collection in urban communities, and urban horticulture production that supports local enhancement of food security.

TARGET AUDIENCE
This goal targets urban and nontraditional horticulture crop producers, individuals in urban communities, teachers, agents, homeowners, design planners, local communities and businesses.

OBJECTIVE 1: Increase urban horticulture food crop production that supports enhancement of local food security while reducing impacts on natural resources and the environment in urban areas.
Performance goal 1a: Provide opportunities for horticultural crop producers to learn about and experience alternative and niche crops, expansion and improvement of farmers’ markets, high tunnel production impact on yields, season extension and income; rainwater collection for crop irrigation; and other new and nontraditional production techniques to increase income and improve local food security.

Performance goal 1b: Provide information, opportunities and methods in nontraditional agriculture, alternative and niche crops through online services, publications, and workshops.

Performance goal 1c: Conduct field days, workshops, and demonstrations for rainwater catchment systems and high tunnel production.

Performance goal 1d: Maintain a shiitake mushroom production website.

OBJECTIVE 2: Increase adoption, by homeowners, businesses and communities, of low water requirement plants, pervious surfaces, rain gardens, and vegetative stabilization around runoff sites.

Performance goal 2a: Educate participants about the costs of using high water use plants, impervious surfaces, and allowing rainwater and storm water to flow unchecked.

Performance goal 2b: Create demonstrations, using Water Wheels (a mobile water conservation education environment) and in public locations that clearly show the “costs” of poor planning and the benefits of environmental horticulture awareness and adoption of natural resource conservation techniques.

Performance goal 2c: Develop a two-dimensional website that mirrors the Water Wheels learning environment. This website will provide an Interactive Game-Based Learning Environment (IGLE) requiring participants to engage in local environmental horticulture issues and develop landscape, hardscape and environmental solutions.

Performance goal 2d: Develop training, online resources and demonstration for rainwater catchment for home and commercial irrigation systems.

Performance goal 2e: Develop online resources for community gardens and horticulture therapy.

Performance goal 2f: Provide job skill training for youth in alternative schools and attention/detention centers and for adults in recovery programs.

Performance goal 2g: Promote demonstration gardens for drought tolerant ornamental landscape plants and urban water collection and conservation systems.

OBJECTIVE 3: Reduce reliance on community water resources, increase water conservation adoption, and reduce pollutants entering community water resources.

Performance goal 3a: Development of the Water Wheels mobile water conservation education lab (Capacity Building Grant) will provide an engaging
resource to educate teachers, agents, students, homeowners, community leaders, planners and businesses.

**Performance goal 3b:** Water Dogs (Capacity Building Grant), a group consisting of Master Gardeners, students, and other volunteers trained in water waste detection, will visit homes, businesses, and public areas to determine if water waste issues exist and follow up with recommendations for resolution.

**Performance goal 3c:** Documentation of water use, water collection, reduction in runoff, and pollution.

**Performance goal 3d:** Develop a two-dimensional website that mirrors the *Water Wheels* learning environment. This website will provide an Interactive Game-Based Learning Environment (IGLE) requiring participants to engage in local environmental horticulture issues and develop landscape, hardscape, and environmental solutions.

### DELIVERY METHODS
Seminars and workshop training, webcasts, online resources, publications, websites, partnerships, and demonstrations will be used to deliver programs and services.

### DESIRED OUTCOMES
Increased availability of fresh locally grown produce; more adoption of alternative crop production methods, including high tunnels, for urban small farm acreage; behavior change toward rainwater collection; and increased local marketing.

### EVALUATION OR OUTCOME MEASURES

#### Outputs
- Number of training programs conducted
- Number of participants in attendance
- Number of publications developed
- Number of publications distributed
- Number of small farm producers assisted
- Number participating in niche crop production

#### Outcomes
- Number of clientele adopting rainwater collection
- Gallons of water collected and used for irrigation or other uses
- Profit/yield from niche crop, high tunnel production
- Number of high tunnels (sq. ft.) added
- Crop yield from rainwater irrigated crops
- Reduction in water bills
- Increased knowledge about water conservation
- Increased knowledge about high tunnels
- Increased knowledge about rainwater collection
- Expanded cropping season with high tunnels

#### Impacts
- Reduction in community water use
- Reduction in watershed pollution from nonpoint sources
- Reduction in soil loss and sedimentation in waterways
- Increase in farm income
- Reduce energy used in pump community water
• Increase local food security

RECOMMENDED SUPPORT TEAM(S) OR EXPERTISE
The Urban Horticulture and Home-grounds core team is recommended to provide leadership for activities under these goals and objectives. Additional support will be requested for:

• Computer programming and website development
• Watershed management expertise
• Program evaluation and data analysis
• Marketing

FUNDING SOURCES
Funding to support this goal will be provided through agent and specialist solicited grants and municipal, state and federal Extension funds.

REFERENCES


GOAL 8
Educate new and existing farmers on agricultural management and sustainability strategies to support wise investments and decision-making for production of small ruminants and other nontraditional and alternative animal species.

SITUATION
As society has moved from small rural communities to increasingly large urban and suburban centers the roles of animals in our home and family settings have also changed significantly. Families at the urban/rural interface are learning to appreciate the positive aspects of backyard wildlife as they deal with other associated issues, and more than 30 million Americans have dogs as companion animals. Enhanced programming is needed to address specific issues of animal care, maintenance and responsible ownership. Moreover,
there is an increased demand for nontraditional animal products such as goat and rabbit meat to support human nutrition. Continued programming through alternative animal production systems and nontraditional animal science research and technology is needed to address the specific issues related to nontraditional animal agriculture. Agricultural and environmental sciences must complement one another as research and technology bring about changes in the way we have traditionally maintained our food and animal supply.

ISSUES TO BE ADDRESSED
Issues to be addressed under this state goal are new farmers, urban agriculture, and alternative animal production to respond to changing agricultural environments and community needs.

TARGET AUDIENCE
This goal targets urban and nontraditional farmers, small farmers, families, and individuals in urban and ethnic communities.

OBJECTIVE 1: Conduct an annual urban/rural interface conference/event.

Performance goal 1a: Partner with the School of Agricultural and Environmental Sciences (Alabama A&M University) to conduct an annual urban/rural interface event in conjunction with "Ag Week" activities.

OBJECTIVE 2: Provide information, interactive opportunities and methods in alternative animal production to increase consumer options.

Performance goal 2a: Improve the earning potential of small, new, and nontraditional farmers by training on alternative animal production and care including small ruminants such as sheep, goats, and rabbits.

Performance goal 2b: Increase the annual income of small, new, and nontraditional farmers who adopt the recommended practices.

OBJECTIVE 3: Maintain a certification program on "Dogs as Companions" to offer a nontraditional approach to responding to health and companion needs of families.

Performance goal 3a: Design and distribute educational resources that address the social, psychological, and therapeutic benefits of animals as companions.

Performance goal 3b: Partner with local and state agencies to increase the number of animals certified as companions.

OBJECTIVE 4: Pursue technological developments in animal production systems and address the implications for communities and families.

Performance goal 4a: Partner with university research departments to provide programs and services to enhance the general knowledge and awareness of citizens on nontraditional animal production.
OBJECTIVE 5: Expand wildlife and pest management programs to address the needs of urban communities.

**Performance goal 5a:** Increase the number of "nontraditional" wildlife and pest management education programs offered by the Alabama Cooperative Extension System to prepare citizens in urban and suburban communities to respond to changing environments.

OBJECTIVE 6: Prepare citizens to make informed decisions on issues of quality and safety relative to new farm products and nontraditional production procedures.

**Performance goal 6a:** Build a training support base of quality and safety publications, resource tools, and a speaker's bureau to support expanded training in this area.

**Performance goal 6b:** Provide educational training on quality assurances and safety information for new products.

DELIVERY METHODS
Seminars and workshop training, mini-grant proposals, food shares, online resources, publications, websites, partnerships, and demonstrations will be used to deliver programs and services.

DESIRED OUTCOMES
Increased availability of nontraditional food sources for inner city families, alternative animal products for citizens with small farm production acreage, and enhanced knowledge of urban agricultural concepts, for urban and new nontraditional audiences are expected outcomes.

EVALUATION OR OUTCOME MEASURES
- Number of training programs conducted
- Number of participants in attendance
- Number of publications developed
- Number of publications distributed
- Number of urban, small, new and nontraditional farm producers trained
- Number of participants who applied the recommended behavior
- Dollars saved through application of recommended practices
- Number participating in alternative animal production
- Profit yield from alternative animal production

RECOMMENDED SUPPORT TEAM(S) OR EXPERTISE
The Animal Sciences and Forages core team of expertise is recommended to provide leadership for activities under this state goal.

FUNDING SOURCES
 Funds to support this goal will be provided through state funded urban agricultural mini grants and municipal, state, and federal Extension funds.

REFERENCES
Goal 9  
Expand technological integration and community partnerships to build capacity for increased service to urban, new and nontraditional audiences.

SITUATION  
The new direction for Extension in the twenty-first century is technology focused. USDA National Extension Directors have moved forward with the implementation of e-Xtension. This prompts a nationwide movement to plan and implement a coordinated Web-based information and education network for Extension clientele. This approach to Extension outreach offers opportunities for expanded learning options, methods, and access to science-based information of land-grant universities. In-keeping with the national movement and the goal to provide state of the art information and training to personnel and clientele, the Urban Affairs unit seeks to initiate programs that involve:

1. Creative approaches to using technology to design and deliver virtual programs to clientele including Web-based, satellite, video productions, e-commerce, computer aided decision support systems, mobile units and other information technology opportunities.

2. Maintaining a resource center and clearing house/research institute to promote dissemination of state of the art best practices in telecommunications and relative to other urban-focused social, economic and community strengthening issues.

3. Development of multifaceted and interconnected public access resources for System-wide distribution that address the myriad of social problems confronting Extension audiences in the twenty-first century.

ISSUES TO BE ADDRESSED  
Technology integration and the digital divide are issues to be addressed.

TARGET AUDIENCE  
Programs and activities under this goal target urban communities, limited-resource families, and underserved rural communities.

Objective 1: Educate staff on portable application devices as options for mobile teaching (i.e. flash drives, iPods, media cards, websites)

Performance goal 1a: Work with the technology staff to provide a series of mini-workshops to keep staff abreast of current technology support for program planning and implementation.

Performance goal 1b: Build current websites for each Urban Unit priority area.
OBJECTIVE 2: Utilize computer accessible program evaluations to facilitate program analyses for impact assessments.

Performance goal 2a: Require on-line accessible evaluations for each Extension Team Project (ETP).

OBJECTIVE 3: Create greater public access to Extension resources to families and individuals with limited access to technology through computer networks and independent systems of information retrieval and referral.

Performance goal 3a: Partner with community agencies and university units at both AAMU and AU to educate citizens and create a greater awareness of computer resources and access.

Performance goal 3b: Create safety nets for digital have-nots by educating and training "digital have-nots" to use technology resources at their disposal (i.e. public libraries, community centers, continuing education centers, Extension services, etc.)

Performance goal 3c: Utilize interactive computer technology, hotlines, e-mail, websites, info-stands, etc. to establish independent information dissemination centers in a minimum of 50 percent of the state's urban centers.

OBJECTIVE 4: Expand Extension outreach through technological delivery of programs that target limited access individuals, families and communities including Web-based, satellite, video, e-commerce, computer-aided support and other information technology.

Performance goal 4a: Increase access to Extension information for 10% of the state's targeted urban and nontraditional audiences by using technology to deliver Extension programs through online Web-based training, satellite programs, video transfer, etc.

Performance goal 4b: Recruit "virtual volunteers" that will donate computer-training expertise and resources to educate citizens on how to use the computer as a resource and information tool.

OBJECTIVE 5: Engage youth and adults in interactive training programs and activities to educate more of the state's limited access communities to the particulars of digital technology applications.

Performance goal 5a: Build community coalitions with local service agencies to coordinate training activities at local technology centers.

Performance goal 5b: Establish formalized agreements to connect with the education community to ensure ongoing use of computer labs and training rooms in local communities.

Performance goal 5c: Through engaged university activities in collaboration with AAMU's interactive video laboratory, implement mobile laboratory training programs
objective 6: Maintain a technology laboratory to promote dissemination of state of the art, best practices in urban outreach, program development resources and telecommunications.

delivery methods
Computer-based training and in-services, satellite downlinks and uplinks, websites, resource centers, video conferencing, hotlines, and information kiosks are examples of delivery methods to be used.

desired outcomes
- Increased access to computer resources
- Increased use of computer technology as program delivery
- Increased percentage of clientele having access to computer resources
- Increased statistics on website hits and visits.

evaluation or outcome measures
- Number of computer-based trainings conducted
- Number of satellite trainings conducted
- Number of information websites designed and maintained
- Number of computer-based programs implemented
- Requests for resource center resources
- Number of hotlines maintained

recommended support teams or expertise
Communications and information technology are recommended sources of expertise to support proposed planned goals and activities.

funding sources
Municipal, state, and federal Extension funds will be used to support performance goals.

references

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