

## Cooperative Extension Service Summary Report

1. List and provide links to the most recent department level reviews, self-studies, strategic plans or annual reports.

Creating Our Future

([http://ces.ca.uky.edu/ces-files/Creating\\_Our\\_Future\\_Final\\_Report.docx](http://ces.ca.uky.edu/ces-files/Creating_Our_Future_Final_Report.docx))

4-H Strategic Plan

([http://www2.ca.uky.edu/4h-files/camp/CampStrategic\\_Plan-final.pdf](http://www2.ca.uky.edu/4h-files/camp/CampStrategic_Plan-final.pdf))

Strategic plan for FCS program development, implementation and evaluation

([http://www.ca.uky.edu/HES/FCS\\_Docs/FCS\\_StrategicPlan.pdf](http://www.ca.uky.edu/HES/FCS_Docs/FCS_StrategicPlan.pdf)).

2012 Extension Accomplishment Summary (Priority Indicators and Featured Programs Report):

(<http://warehouse.ca.uky.edu/CES/PriorityIndicators/2012/sreport.asp>)

All UK CES reports including contact statistics, Affirmative Action Reports, Impact Statements, Priority Indicator and Featured Programs

(<https://warehouse.ca.uky.edu/AgWeb/pubreports/>)

State Defined Goals for the 4-Year Plan of Work

([http://www.ca.uky.edu/psd/Program%20Development/Issues%20Discovery\\_KCES%20POW%20process\\_final%20report\\_2012.pdf](http://www.ca.uky.edu/psd/Program%20Development/Issues%20Discovery_KCES%20POW%20process_final%20report_2012.pdf)).

NIFA Federal Reports

FY11 Annual Report

([http://www.ca.uky.edu/psd/Reports%20and%20Reporting/Kentucky%20CES\\_2011%20Accomplishment%20Report\\_ACCEPTED.pdf](http://www.ca.uky.edu/psd/Reports%20and%20Reporting/Kentucky%20CES_2011%20Accomplishment%20Report_ACCEPTED.pdf))

FY13 Kentucky State Plan of Work

([http://www.ca.uky.edu/psd/Reports%20and%20Reporting/Kentucky%20CES\\_2013%20State%20Plan%20of%20Work\\_ACCEPTED.pdf](http://www.ca.uky.edu/psd/Reports%20and%20Reporting/Kentucky%20CES_2013%20State%20Plan%20of%20Work_ACCEPTED.pdf))

2. Briefly list examples of major projects and initiatives, underway or in planning, for which your department provides leadership or is a primary collaborator.

Master Cattleman

Advanced Master Cattleman

Master Stocker

Master Grazer

Horse College  
Innovative Tobacco Grower Program  
Grain Crops Academy  
Grain Marketing  
Plate It Up (with Kentucky Department of Agriculture)  
Stand Up To Falling  
Taking Ownership of Your Diabetes  
Managing in Tough Times  
Tourism  
Arts in the Community  
Exploring MyPyramid with Professor Popcorn  
4-H Speeches and Demonstrations  
4-H Jump into Foods and Fitness  
4-H GPS/GIS  
4-H SET Initiative (Science, Engineering and Technology)

3. What are the appropriate measures of excellence and/or progress for your Department? (from UK CES Priority Indicators)

A. Contacts

B. Funding

C. Priority Indicator Parameters (Below)

Goal 1 - Community and Economic Development

- Improve the capacity of communities to identify and address critical issues that impact the lives of their citizens.
- Number of people who are involved in addressing significant community issues
- Number of people who increased their knowledge of governmental process
- Number of ongoing coalitions in which Extension is involved
- Number of new coalitions formed as a result of Extension efforts
- Number of people who are ready to enter the work force as a result of Extension programming
- Number of individuals reporting changes in knowledge, opinions, skills or aspirations related to economic or enterprise development
- Number of community and economic development (CED) programs co-sponsored by Extension
- Number of community/organizational plans developed (e.g., strategic plan for a city, annual plan of action for a community organization) as a result of CES assistance
- Number of organizations partnering with Extension to pursue grants (to promote CED programming)

- Dollar value of grants and resources generated/leveraged in the county
- Number of CED-related projects formed within the county that serve clientele in multiple counties/across county lines
- Number of volunteer hours generated by CED programs (i.e., number of hours completed by volunteers)
- Number of youth who held leadership and/or advisory positions on community boards
- Number of youth who are making an impact in their community through service projects
- Number of youth participating in an Arts or artisan educational program

### Goal 2 - Sustainable Agriculture

- Attain sustainability of agricultural and economic development systems that are globally competitive.
- Number of individuals reporting changes in knowledge, opinions, skills or aspirations related to the impact of public policies on agriculture and the environment
- Number of producers utilizing new marketing opportunities introduced by Extension
- Number of farmers self-reporting an increase in profits as a result of adopting one or more practices recommended by Extension
- Number of producers adopting resource management technologies (IRM, IPM, soil testing, soil fertility management) as a result of Extension programs

As a result of Extension-related programming, please report the number of clientele who:

- Reported an increased awareness of sustainable agriculture practices
- Implemented practices that promote sustainable agriculture
- Reported an economic impact (i.e., increase in agricultural productivity, increase in higher returns, decrease in expenses)
- Reported an increase in knowledge of sustainable energy
- Incorporated practices suggested by Extension that promote sustainable energy (i.e., applied water conservation policies, participating in energy audits, installed energy efficient equipment, etc.)

- Reported lowering energy consumption by adopting practices learned from Extension programming
- Reported an increase in their production of bioenergy crops (corn, soybeans, switchgrass, etc.)

### Goal 3 - Leadership Development

- Number of youth indicating increased leadership skills, knowledge or confidence through participation in Extension-related leadership programs
- Number of youth utilizing improved skills in communication, problem solving or group process in addressing community issues and needs as a result of Extension programming
- Number of youth who initiated or were substantial contributors to activities that address significant community issues (based on skills acquired through Extension programming)
- Number of adults indicating increased leadership skills, knowledge, and/or confidence through participation in volunteer programs related to youth development
- Number of adults who participated in volunteer education programs, workshops, forums or activities related to youth development programs.
- 241,739 – Number of citizens (youth & adults) utilizing the skills learned through Extension programming

### Goal 4 - Nutrition and Health

- Encourage the adoption of healthy lifestyles through a focus on proper nutrition, disease and injury reduction, and comprehensive health maintenance.
- Total number of families/caregivers reached with Extension-related information on the importance of a physically active lifestyle

Based on the total number of families/caregivers reported above, please answer the following:

- Number of those who reported understanding the benefits of spending time together in physical activity
- Number of those who reported spending time together in physical activity

- Number of environmental changes implemented to support physical activity guidelines in the county (e.g., walking trails opened, bike paths built)
- Total number of families/caregivers reached with Extension-related information on accessing healthy foods

Based on the total number of families/caregivers reached with information on accessing health foods, please provide information for the following:

- Number of those who gained knowledge about eating healthy foods
- Number that reported eating more of healthy foods
- Number that reported supplementing their diets with healthy foods that they produce/preserve (utilizing community/backyard gardens, fishing, hunting, etc.)
- Number that reported utilizing delivery systems/access points (e.g., farmer's markets, CSA's, WIC, Food Pantry) that offer healthy foods
- Number of individuals adopting one or more recommended practices to increase access to food or make it more affordable
- Total number of children and youth reached through Extension programming related to eating healthy foods

Of the total number of children and youth reached, please provide the following:

- Number of those gaining knowledge about eating more healthy foods
- Number of those who reported eating more healthy foods
- Total number of individuals reached through Extension programming related to health and safety.

Of the total number of individuals reached, please provide the following:

- Number of individuals who experienced an increase in knowledge, opinions, skills, or aspirations regarding lifestyle changes (diet, exercise, etc.) that improve personal health
- Number of individuals who made lifestyle changes (diet, exercise, etc.) for the purpose of improving their health
- Number of individuals who experienced a change in knowledge, opinions, skills, or aspirations regarding lifestyle changes (healthy home practices, managing stressors, etc.) that improve personal health

- Number of individuals who made lifestyle changes (healthy home practices, managing stressors, etc.) for the purpose of improving their personal health
- Number of individuals who experienced a change in knowledge, opinions, skills, or aspirations regarding the safe storage, handling, or preparation of food (safe preservation techniques, hand washing, following time and temperature guidelines)
- Number of individuals who implemented the recommended practices for the safe storage, handling, or preparation of food (safe preservation techniques, hand washing, following time and temperature guidelines)
- Number of individuals implementing personal health protection practices (screening, immunizations, well-baby care, preventive health practices, etc.)
- Number of individuals who reported practice changes related to safety (use of bicycle helmets, fire extinguishers, tractor roll bars, radon testing, smoke detectors, proper ATV operation, etc.)

#### Goal 5 - Life Skill Development

- Stimulate the acquisition of life skills needed by young people and adults in reaching their full potential as both individuals and members of families.
- Number of youth and adults who demonstrate increased practical living skills (learned through Extension programming)
- Number of youth reporting the acquisition of one or more life skills as a result of participation in non-formal youth development programs conducted by Extension
- Number of youth and adults who demonstrate informed and effective decision-making
- Number of adults reporting an increase in knowledge, opinions, skill or aspirations related to money management
- Number of youth reporting an increase in knowledge, opinions, skills, or aspirations related to personal financial budgeting/management.
- Number of individuals who implemented at least one financial management strategy (e.g., checking credit report, developing a spending plan, etc.)
- Number of individuals adopting one or more practices to reduce debt or increase savings

- Number of individuals reporting changes in knowledge, opinions, skill, or aspirations related to parenting or personal relationships
- Number of dependent care providers (adult or child care providers) reporting an increase in knowledge, opinions, skills, or aspirations as a result of programs conducted by Extension
- Number of youth participating in a business development program

#### Goal 6 - Natural Resources and the Environment

- Improve environmental quality by encouraging the implementation of sound environmental practices and the effective stewardship of natural resources.
- Number of individuals adopting practices (recommended by Extension) that insure safe water
- Number of individuals utilizing forest management practices recommended by Extension
- Number of individuals incorporating new or additional conservation practices recommended by Extension
- Number of producers completing an Ag water quality plan with assistance from Extension
- Number of individuals reporting an increase in knowledge of best practices related to conserving, sustaining, and/or protecting soil resources (as a result of Extension programming)
- Number of individuals adopting one or more practices related to conserving, sustaining, and/or protecting soil resources (as a result of Extension programming)
- Number of individuals who made a lifestyle change for the purpose of improving water and/or natural resources (due to recommendations from Extension)
- Number of youth reporting an increase in knowledge of energy conservation practices
- Number of youth reporting an increase in knowledge of science relating to natural resources and the environment
- Number of youth demonstrating skills learned from participation in 4-H science projects (related to natural resource and the environment)
- Number of individuals reporting an increase in knowledge, opinions, skills or aspirations related to climate change

4. What are reasonable expectations for undergraduate and graduate enrollment change in your Department over the next five years? Or changes in Student

Contact Hours? Answer this for any departmental degree programs as well as interdepartmental programs in which your department participates.

N/A

5. What are the most critically needed resources (of any kind: human, financial, physical) that limit advancement of your Department?
- Salary support for county agents and non-faculty specialists
  - Secure and Provide substantial financial support for Kentucky 4-H Camps and 4-H Leadership Center for facility renovation and repair to meet needs of today's youth as indicated by the Kentucky 4-H Camp Strategic Plan.
  - Secure increased operating funds within academic departments.
  - Provide a safe and secure place during emergency weather conditions for all campers at the 4-H Camps.
  - Expanded educational resources which will lead to the retention of youth in the 4-H Youth Development program from primary, middle school and high school age.
  - Increased investment in state extension faculty/specialist/associate support in 4-H and FCS.
  - Re-structured Extension programming in urban areas to better leverage the existing investment.
  - Increased support for digital communications across all departments and counties, including an integrated content management system that fully leverages the significant contributions of all Extension faculty/specialists/associates.



# **Cooperative Extension Service 2012 Self-Study**

## **Introduction**

The University of Kentucky Cooperative Extension Service is the most comprehensive outreach and engagement program of the University of Kentucky. Its mission is to make a difference in the lives of Kentuckians through research-based education. Educational programs are offered in Agriculture and Natural Resources, Family and Consumer Sciences, 4-H Youth Development, and Community and Economic Development. Cooperative Extension serves as the “front door” to the University of Kentucky through its offices and staff in all 120 counties.

Jointly with the state’s 1890 land-grant university, Kentucky State University, Cooperative Extension takes the universities to the people of the Commonwealth. The program emphases of the two institutions are well integrated with faculty and staff working together to address issues facing the citizens of Kentucky. This coordination strengthens the overall program and avoids duplication of effort. The Extension efforts of the two institutions are guided by a joint memorandum of understanding, updated as needed.

In terms of both funding and programming, UK Cooperative Extension is a partnership between state, federal and local governments. The UK Cooperative Extension Service prides itself in the strength of its local commitment, both in financial support and programming.

Goal V of the College’s Strategic Plan is to “Improve the Quality of Life for Kentuckians through Extension, Outreach and Service.” Extension directly or indirectly addresses the following strategies of that goal:

- Sustain traditional Extension strengths while offering innovative new programs in health and wellness, business, engineering, and humanities to serve increasingly diverse stakeholders.
- Promote new Extension and outreach partnerships within and outside UK.
- Increase the deployment of new information technologies such as eXtension, YouTube, and enhanced web effectiveness.
- Enhance recruiting, retention, training, and support for outreach personnel statewide.
- Establish clearly understood measures to assess and communicate the impact of Extension programs.
- Engage key constituencies – including alumni – to help the College achieve its objectives.

## **Creating Our Future: A 2012 Strategic Assessment of Kentucky Extension**

A strategic study process was instituted in 2011 to assess the current state of UK Cooperative Extension and to make recommendations for anticipated challenges for the organization. A broad-based committee of agents, specialists, and administration

worked through surveys and committee work to provide recommendations to keep Cooperative Extension relevant, effective and efficient in the coming decade. The charge to the committee included a process of re-examining the core values of Kentucky Cooperative Extension. The committee was also to conduct a broad based conversation with internal and external audiences to assess our current performance and identify the characteristics that our clientele value. Further, the committee was asked to define the goals for performance, staffing, communication, and programming, and implementing a process to achieve and exceed these goals. State and federal budget uncertainties were related to the timing of the committee procedures, but were not the only consideration for committee deliberations. Budget cuts implemented during the period of work changed the direction of some of the committee discussions. The study was completed in mid-summer of 2012.

Results of the input procedures and discussions of the committee indicated three main core values of Kentucky Cooperative Extension. These three core values are:

- Research based information

Cooperative Extension provides information that is based on research from the land grant research institution. This allows clients, citizens, and other organizations to make decisions based on the best information that is available. This value was identified both by Extension employees and those from outside the organization.

- County based programs, county councils, and leadership involvement

Kentucky Cooperative Extension has emphasized the principle that local programs are the heart of the organization. This value was confirmed by all input information and committee discussion. This is particularly illustrated by the increasing budget commitment that local funds contribute to the organization. Regular inputs by the county council system are one of the most important ways that Extension knows the type of programs that meet local needs. Leadership involvement in many various roles is also a key to this local program connection.

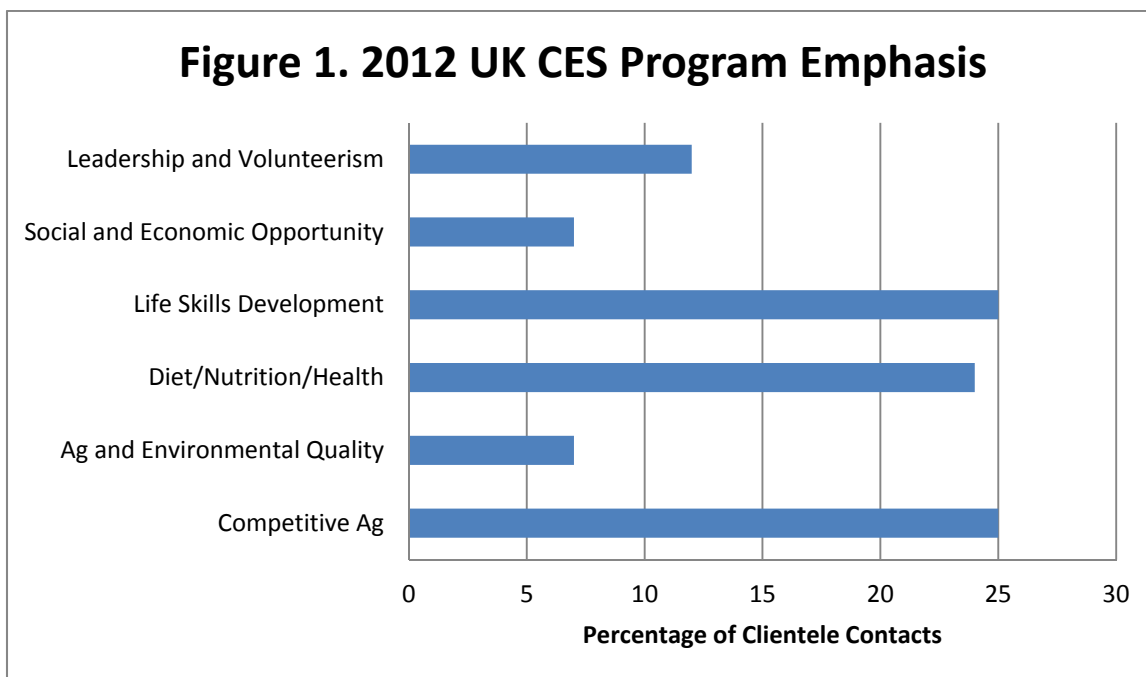
- Marketing and reaching new audiences

The need for a consistent and persistent marketing effort is a recurring theme from all of the input procedures. We need to end the situation that causes Extension to be considered as a “best kept secret.” Extension needs especially to reach out to new audiences that do not currently participate in Extension programs or receive the benefit of Extension educational information.

The full report can be accessed at the Creating Our Future link accessible from <http://ces.ca.uky.edu/ces/AssocDean> (choose Creating Our Future Final Report from the Quick Links box).

## Nature and Scope of UK Cooperative Extension Program

Program emphases in Extension can be divided into five broad areas: Leadership and volunteerism, Social and economic opportunity, Life skills development, Diet/nutrition/health, Agricultural and environmental quality, and Competitive agriculture. Competitive agriculture, Life skills development, and Diet/nutrition/health combined for almost 75% of all contacts by UK CES in 2012 (Figure 1).



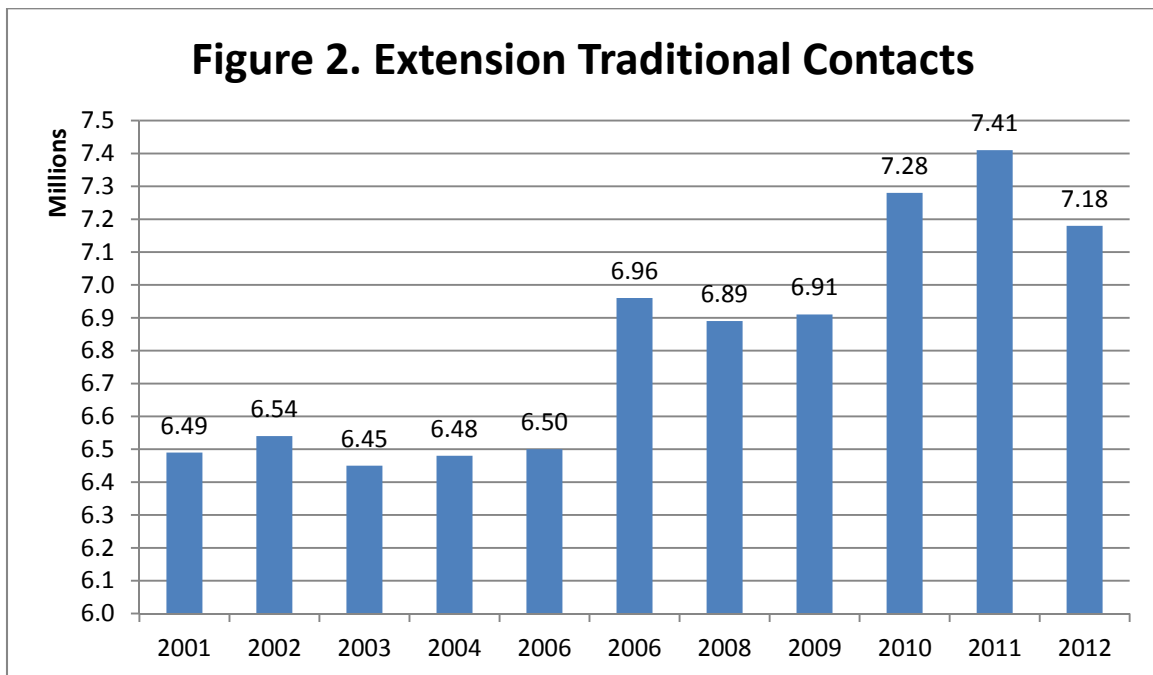
### Selected examples of UK CES Program Scope in 2012

- Programs of Extension 4-H impacted 230,726 youth or 28.8% of the K-12 population.
- Extension provided educational programs to 19,441 Extension Homemaker club members, who in turn volunteered 375,000 hours of volunteer time to their communities.
- Over \$26 million in additional income was documented for Kentucky farmers who adopted new practices taught in Extension programs.
- Extension assisted Kentuckians in 1,504 small or home-based businesses in developing entrepreneurial skills and business plans.
- Home garden and landscape skills were enhanced through 1,037 Extension-trained Master Gardeners.

- Guidance to Extension programs is provided by 13,546 program and County Extension Council members who set priorities for local programs.
- 35,000 Kentuckians were involved in addressing significant community issues through Extension-sponsored programs, generating 451,228 volunteer hours' worth an estimated \$7.96M (based on the 2011 Independent Sector's estimated value of volunteer time of \$17.65/hour).
- Strong family programming through initiatives like Managing in Tough Times (MITT), Building Strong Families, and the Family Impact Seminar.
- Significant health and nutrition efforts via the Expanded Food and Nutrition Program (EFNEP), the Supplemental Nutrition Assistance Program Education (SNAP-ed) project, the Health Literacy Coalition and the nationally prominent annual conference on 'The Different Faces of Substance Abuse'.

### Extension Traditional Contacts

In 2012, UK CES professionals made 7.1 million contacts with clientele. Every time an Extension professional advises a farmer, teaches a lesson to a Homemaker, works with 4-H club members, sends out a newsletter to a known recipient, or trains a leader, a record is kept of the client contact. The total number of Extension contacts by UK employees has surpassed 7 million since 2010 (Figure 2).



Because of the difficulty of determining readership of newspapers and the number listening to radio or watching TV, client contacts do not include mass media contacts. This indicator does not remove the duplicate contacts with the same individuals, but it does provide an indication of the magnitude of the Extension effort.

## **Extension Digital Contacts**

Extension at UK has actively adopted new technology to reach broader external audiences in new ways and to more efficiently reach internal ones. These technologies include social media, webinars, YouTube videos, blogs, and on-line collaborative communities in eXtension (e.g. [DAIReXNET](#), [HorseQuest](#)), blogs, wikis as well as traditional web sites.

Agents and Specialists are using these new technologies to professionally post content such as news releases, financial columns, fact sheets, articles, video links, research findings, newsletters, announcements (e.g., program marketing), pictures from events, summaries of legislative changes related to personal finance, links to eXtension and America Saves, original "how-to" videos on YouTube, organization meeting minutes, and quick tips.

**Social Media** - Extension professionals at the state and local level currently maintain and utilize over 300 Facebook Fan Pages. Twitter sites/accounts number over 100. These two social media sites result in thousands of contacts UK CES agents and specialists.

**YouTube** - The [College YouTube site](#) hosts instructional videos and news stories by CES Agents, Specialists and Faculty. Total views in CY2012 for content on the UKAg YouTube channel content numbered 219,714, an increase of 354% over the previous year.

User engagement of College YouTube videos increased significantly (>20%) in CY 2012 based on subscribers, comments, likes, shares, and recommendations.

The top ten videos viewed prominently feature extension work, personnel, processes or discoveries, or were produced by Extension staff. Our best and most popular content consists of instructional material, where subject matter experts guide viewers.

Milking Procedures for Maximum Milk Quality  
Building Your Own Herbicide Sprayer  
Composting Chicken Manure  
Squash Bug Management  
Pruning Landscape Trees  
An Interview with Reed Kessler  
Grazing Alfalfa  
Maple Syrup Production  
Virtual Dairy Farm Tour  
Warm Season Bermuda Grass

**COA iTunes U** - The amount of content on the College iTunes U site has doubled since 2011. Currently, the College of Agriculture iTunesU site contains over 650 publications, 1400 videos, recorded lectures, and seminars available for on-demand mobile and desktop viewing on an as needed basis via subscriptions to content areas. This

subscription-based delivery method lets clients receive only the news and information that's important to them, and is delivered directly to them.

### **CES Web Metrics for 2012**

CES website and County pages

- 459,634 unique visits
- Average time spent on sites 15 minutes 22 seconds
- New Visitors made up 39.04% of traffic
- Kentucky visitors accounted for 72.28% of traffic
- Mobile browsing accounted for 18.34% of all traffic.
  
- Traffic sources
  - Search engines – 25%
  - Referring sites – 40% (including Facebook, Blogger, Twitter)
  - Direct traffic – 36%

## Organization and Program Areas

The Dean of the College is the Director of Land Grant Programs, which includes the Cooperative Extension Service. The Associate Dean for Extension is the chief operating officer for day-to-day decisions. The major program areas of UK CES are Agriculture and Natural Resources (ANR), Family and Consumer Science (FCS), and 4-H Youth Development (4-HYD), each led by Assistant Directors. A fourth Assistant Director coordinates management functions. Program leadership for Community and Economic Development is given by the Director of the Community and Economic Initiative of Kentucky (CEDIK) and an Extension program leader.

Kentucky's 120 counties are grouped into [seven districts](#), each supervised by a District Director. The reorganization of UK CES in 2002 created three programming regions, each led by Regional Program Coordinators (RPC). These RPC were administrative positions designed to provide region-specific extension leadership in agent development, resource identification and program development. These positions have evolved to be specific to program area rather than region, with one each devoted to ANR, FCS and a combination of 4-HYD and CED. The ANR program coordinator remains vacant at this time due to budget considerations.

All other Extension personnel are either in academic departments or units on campus, at outlying stations, in county offices or 4-H camps. Extension agents are assigned at the individual county level with a primary responsibility in ANR, FCS, 4-H or Fine Arts (FA). The programs of county agents are extended through the use of program assistants. The state-level staff is comprised of Extension faculty, Specialists (non-faculty), and Associates. Most state staff members are located in academic departments and many have joint appointment in research and/or teaching. They support county programs and provide state-wide leadership on programs in their areas of specialization.

The ratio of specialists to agents is not equal across the major program areas of ANR/HORT, FCS and 4-H, with the greatest disparity in FCS and 4-H (Table 1).

| Program Area  | State | County |        |
|---|-------|--------|--------|
|   |       | Active | Vacant |
| ANR plus HORT   | 94 *  | 142    | 5      |
| FCS   | 22 ** | 120    | 6      |
| 4-H   | 7 *** | 133    | 6      |
| * From AEC, AFS, ANR, BAE, ENT, FOR, HOR, PSS, PPA, Regulatory Services and VS<br>** From DHN, FCS and FS; Some (13) are in grant funded lines for EFNEP and SNAPed.<br>*** Receives support from approximately 7 FTE from FOR, ENT, ANR, and AFS |       |        |        |

## **Major Areas of Programming**

### **4-H Youth Development**

The Kentucky 4-H Youth Development program empowers youth to become self-directing, productive and engaged members of their communities. Through this program over 28% of the K-12 grade population are reached annually amounting to 230,500 youth reached in 2012. As indicated by the Tufts University longitudinal study on positive youth development, 4-H helps youth: develop life skills, build leadership capacity and gain an understanding of civic engagement. This is achieved through a strong infrastructure of 4-H clubs, a residential camping program, school enrichment, afterschool programs and special interest activities. All programs include a strong volunteer component.

The 4-H Youth Development program is committed to building outstanding youth leaders with marketable skills to succeed in today's global society by retaining youth in the program from an early age through eighteen years of age. By having a strong organizational structure, research based educational materials and quality training for agents and leaders, Kentucky 4-H has remained strong.

Through the standardized "core curriculum" the Kentucky 4-H program strives to continue 4-H traditions and provide programs that meet the needs of today's youth in rural and urban areas.

The seven core areas are:

- Animal Sciences
- Communications and Expressive Arts,
- Family and Consumer Science,
- Health
- Leadership,
- Natural Resources
- Science, Engineering and Technology.

Each county must provide programs in six of the core areas each year that reflects the needs and diversity of the county.

The camping program of 4-HYD is often called its signature program. Youth have the opportunity to attend a variety of residential and day camp programs at the four 4-H camping facilities located across the state. The residential summer camping program offered opportunities for over 9400 youth in 2012. Other camping experiences such as the year-long environmental camping program reached an additional 26,000 youth. The camping program helps youth develop decision making skills, practice responsibility, acquire survival skills, improve communications skills, and learn about the environment and natural resources. Through these and other local programs, youth develop an inquiring mind, show an eagerness to learn and acquire positive attitudes toward themselves and others.



Major 2012 Accomplishments in 4-H includes:

- 143,894 youth were involved in 4-H clubs that promote positive youth development and life skills.
- 4-H youth were involved in Citizenship programs
  - 71,176 in Leadership
  - 47,341 in Communications
  - 23,881 in Civic Engagement
- 4-H Youth participated in SET - Science, Engineering and Technology programs
  - 54,624 in Environmental/Earth Sciences
  - 52,027 in Consumer and Family Science
  - 20,885 in Technology and Engineering
  - 39,829 in Animal and Plant Sciences
- 4-H youth studied Healthy Lifestyles programs
  - 12,859 in Personal Safety
  - 44,353 in Food and Nutrition
  - 29,472 in Health

## **Family and Consumer Sciences**

Kentucky Family and Consumer Sciences (FCS) Extension mission is to strengthen local communities through improving the quality of life of individuals and families. A family's ability to function as a strong and stable unit is impacted by local economic and social factors. The FCS Extension program works to build the decision-making capacity and resiliency of families in the context of each Commonwealth community. A strategic plan for FCS program development, implementation and evaluation was introduced in and can be found at [http://www.ca.uky.edu/HES/FCS\\_Docs/FCS\\_StrategicPlan.pdf](http://www.ca.uky.edu/HES/FCS_Docs/FCS_StrategicPlan.pdf)

There are 126 FCS agents, 86 paraprofessionals, 31 professional staff, and 6 faculty within Kentucky who work directly with families to teach skills in nutrition, human development, financial management, parenting and health. Agents are responsible for building local leadership and guiding stakeholders to identify and prioritize FCS program needs and efforts within the community. As a result of this input, FCS agents, paraprofessionals, faculty and state specialists develop, implement and evaluate local outreach efforts to strengthen the skills and knowledge of local 2012 families.

Family and Consumer Sciences Extension:

1. Encourages families to make proactive choices to improve individual health and well-being, whether choosing a low fat, nutritious diet, increasing health literacy for chronic disease prevention, or participating in regular physical activity.

2. Promotes effective communication, understanding developmental ages and stages, appreciating individual and cultural differences, developing a strong value system, making wise decisions and encouraging a supportive environment.
3. Help individuals, families and communities manage the challenges and discover the positive aspects of life transitions and growing older.
4. Fosters financial stability with wise consumer decision-making, avoiding pitfalls of overextended credit, developing saving habits and managing financial risks.
5. Improves safety in the home and in the built environment.
6. Helps communities to decrease incidence of hunger and trains families to maximize their resources to increase access to affordable, nutritious food.
7. Empowers local citizens to investigate issues, make responsible decisions and take ownership of solutions through leadership development.

Volunteers are key local partners who work with FCS professionals to deliver a variety of programs and have broad outreach on the community level. The Kentucky Extension Homemakers Association (KEHA) is a volunteer organization of over 15,000 members that works to improve the quality of life for families and communities through leadership development and education in cooperation with the Kentucky Cooperative Extension Service. In addition to their regular monthly club meetings, members have opportunities to participate in a variety of activities and events throughout the year, including trips, programs and seminars.

The results of FCS Extension efforts have been compiled annually and reported to internal and external stakeholders through the online report, [\*Building Strong Families for Kentucky County Profiles\*](#). The profiles began as an effort to give local stakeholders a snapshot of county economic, community and health information and report FCS Extension outreach results. The profiles have evolved to provide a context for decision-making, program delivery and evaluation through the information provided annually. The demographic and community data provides a picture of the needs of families within the community that can be used to determine future program choices and offerings. The evaluation data secured by agents provides an annual retrospective look at the strides FCS program has made within the community and leads to additional programming efforts.

## **Agriculture and Natural Resources**

Extension programs in ANR address a broad range of traditional, production agricultural topics such as grain crops, livestock, commercial and home horticulture, forestry, crop diversification and water quality. These programs are delivered using a variety of mechanisms, including workshops, meetings, webinars, field days, tours and farm visits. Agents and specialists are beginning to deliver more content by online methods to multiple counties simultaneously. Use of non-traditional methods to deliver educational content is increasing, reaching local, national and international audiences. For example total views of videos on the UKAg YouTube channel expanded 354% in CY2012 over the previous year.

An increasing number of ANR programs are being delivered through multi-session, curriculum-based programs such as Master Cattlemen, Master Logger, Master Gardner, Master Grazer, and Horse College. These programs are built around logic models, which provide the ability to document and aggregate impact of Extension programs ([FY12 Featured Program Reports](#)).

Since 2000, UK CES programs in ANR have been profoundly affected by the Tobacco Master Settlement Agreement (MSA) between states and tobacco companies to settle lawsuits over the increased costs due to the harmful effects of tobacco. In Kentucky, the MSA funds were used to create the Agricultural Development Fund (ADF) to diversify Kentucky agriculture away from tobacco. By statute, 50% of the funds received from the MSA were to be devoted to agricultural diversification. Extension agents were required by statute (HB611, 2000) to facilitate the distribution of the funds sent to counties. In addition, UK ANR specialists and agents provided educational programming to support new or expanded enterprises stimulated by the ADF investment.

As the local facilitator for the investment of the ADF, Extension agents have led the administrative and educational process that has resulted in the distribution of \$175 million to local producers since 2001. These funds have been matched 1:1 or better by farmers and have improved the agricultural infrastructure in Kentucky. The supporting educational programs provided by Extension have improved the production knowledge for traditional and emerging agricultural enterprises. These enterprises included beef, grain crops and commercial horticulture. Other alternative enterprises include goats, fruits, vegetables, wineries, aquaculture, as well as value-added foods and agritourism.

## **Community and Economic Development**

Since 2010 the Extension Community and Economic Development (CED) program has been operating under a reorganized structure integrated within the College of Agriculture's [Community and Economic Development Initiative of Kentucky](#) (CEDIK). This change reflects a new way of conceptualizing CED, from a stand-alone mission area to one where the goals of CED are framed in the mission areas of ANR/HORT, FCS and 4-HYD.

CEDIK organizes and leads the college effort in CED across research, extension and instruction and represents a multi-department and interdisciplinary effort. As such, extension CED programs are very well integrated with the supporting academic departments and their efforts. CEDIK's work is now organized into the following three areas:

- Building Engaged Communities – Providing strategic planning leadership, leadership training materials, Entrepreneurial Coaches Institute, hosting the 2012 Kentucky-Tennessee Institute for Sustainable Development.
- Building Vibrant Economies – Including programs in business expansion and retention
- Building Strong Healthcare Systems – Helping rural hospitals complete Community Health Needs Assessments (CHNAs).

## **Extension Fine Arts (<http://www2.ca.uky.edu/CEDIK/node/32>)**

UK Cooperative Extension is the only program in the United States to have extension agents in Fine Arts. Since 2005, these agents have been responsible for developing and promoting support for arts education and development in Kentucky counties.

The Extension Fine Arts Program creates opportunities in the arts for citizens that will stimulate creativity, promote participation, and recognize artists, arts educators, and arts supporters at all levels and mediums. The goals of the extension fine arts program are 1) Arts Development, supporting and developing the performing, visual, and literary arts; 2) Arts Education, providing life-long learning opportunities in the arts; 3) Arts Programming, expanding opportunities for showcasing and publicizing the arts; and 4) Arts Venues and Facilities, strengthening and utilizing existing facilities and new venues creating a dynamic arts culture.

The UK Extension Fine Arts Program is a partnership between the Colleges of Agriculture and Fine Arts. Program leaders from these colleges work with other local, state, and national arts organizations to explore new and innovative programming opportunities to improve Kentucky communities where these agents reside. There are currently four EFA positions in Kentucky with potential to add more depending on local leadership. The positions are in Boyd (vacant), Greenup, Pike, and Whitley Counties. All of these positions are totally supported with county funds. A fifth EFA in Muhlenberg County funded by private funds was active until that agent's retirement in January 2013. Future private support for this position is uncertain.

### **Budget and Funding**

Funding for UK CES comes from local, state and federal and grants. Historically, this diverse funding model has enabled UK CES to maintain essential personnel and programs even through periods of reduced funding, especially at the local level. Over the past 5 years funding has increased from the local level to help offset reductions in State and Federal funds.

Funding in FY12 for UK Cooperative Extension exceeded \$100 Million from all sources (Table 2). Local funding exceeded \$47 million, with most (\$28.8 M) earmarked for facility maintenance and program development within the originating county. Of the remaining \$18.9 M in local funds, 94.6% is utilized for salary and benefits for agents and staff in that county. Only slightly more than 5% of local funds are kept centrally, and this is directed for county support, such as assistance from information technology personnel.

| <b>Table 2. Total Extension Budget (2012)</b>     |                      |
|---|----------------------|
| <b>Source</b>                                     | <b>Amount</b>        |
| <b>State</b>                                      | \$29,825,700         |
| <b>Federal</b>                                    | \$11,430,000         |
| <b>County paid to UK (94.6 % salaries)</b>        | \$18,908,558         |
| <b>County remaining local</b>                     | \$28,804,798         |
| <b>Grants – Local</b>                             | \$2,352,626          |
| <b>Grants – Extension Faculty and Specialists</b> | \$8,839,968          |
| <b>Total</b>                                      | <b>\$100,161,650</b> |

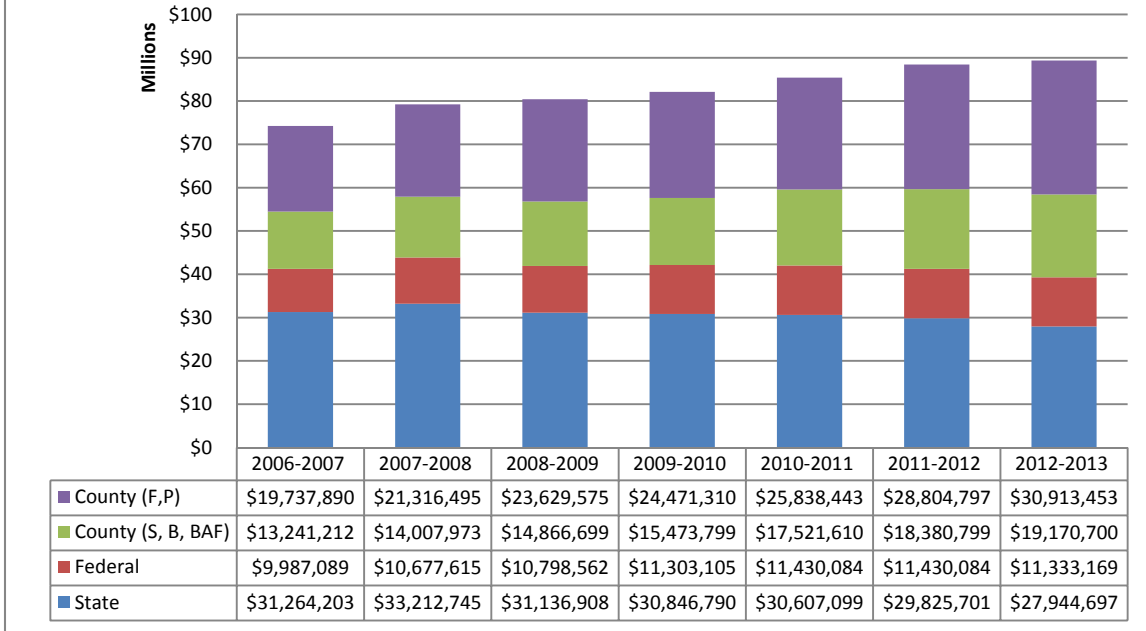
Since the late 1960's, University of Kentucky Cooperative Extension has benefited greatly from state legislation that allowed counties to form local Extension Districts. These Districts then work with county fiscal courts to set and collect taxes in support of the local extension program. This tax can be applied to real and personal properties. One hundred seven of Kentucky's 120 counties have an extension tax. The remaining counties depend on local appropriations for support of local extension programs and personnel.

The local Extension tax has allowed county extension budgets to grow along with the increase in the value of property and the construction of new property. These budgets distribute revenue according to a spending plan approved first by the Extension District Board and then by the county fiscal court. County Extension funds pay the full cost of support staff and benefits, office and meeting space, office operations, equipment, telephone, internet service, travel and professional development. In addition, counties share with UK the cost of the basic staffing pattern of three agents per county. Any additional agent positions beyond the basic staffing pattern are paid for entirely (salary and benefits) with county Extension funds.

Extension Field Programs has significant budget income from counties. Each county funding entity provides funds according to a signed Memorandum of Agreement with the Directors office of the Cooperative Extension Service. The office of the Assistant Director for County Operations handles the agreements and the county money that comes to the university. The majority of these funds are for personnel costs. County operating funds are generally expended within the counties according to money handling procedures outlined in the online [County Office Procedure Manual](#).

In spite of declining state budgets, Extension's total annual appropriated support has grown since FY 2007 (Figure 3, Table 3). Declining state appropriations caused the College to reduce Extension funding for campus departments and Extension Field Programs. Field Programs is the county portion of the UK CES effort.

**Figure 3. Annual UK CES Funding By Source  
(Excludes Grants)**



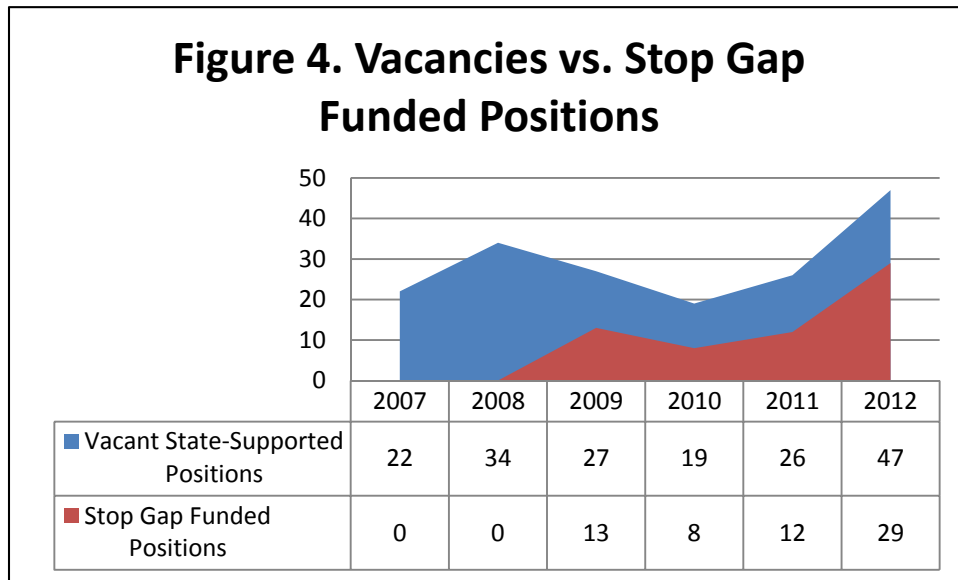
**Note: County (F, P): County funds for Facilities and Program Support; County (S, B, BPF): County funds for Salaries, Benefits and Base Agent Fee.**

| Year      | State        | Federal      | County S,B, BAF* | County F, P** |
|-----------|--------------|--------------|------------------|---------------|
| 2006-2007 | \$31,264,203 | \$9,987,089  | \$13,241,212     | \$19,737,890  |
| 2007-2008 | \$33,212,745 | \$10,677,615 | \$14,007,973     | \$21,316,495  |
| 2008-2009 | \$31,136,908 | \$10,798,562 | \$14,866,699     | \$23,629,575  |
| 2009-2010 | \$30,846,790 | \$11,303,105 | \$15,473,799     | \$24,471,310  |
| 2010-2011 | \$30,607,099 | \$11,430,084 | \$17,521,610     | \$25,838,443  |
| 2011-2012 | \$29,825,701 | \$11,430,084 | \$18,380,799     | \$28,804,797  |
| 2012-2013 | \$27,944,697 | \$11,333,169 | \$19,170,700     | \$30,913,453  |

\*S,B, BAF = Salaries, Benefits, Base Agent Fee  
 \*\*F,P = Facilities and Program Support

Departments adapted by eliminating Extension faculty and specialist positions and reducing operating support and other strategies. Field Programs met the budget challenge by increasing the number of vacant state-supported agent positions. Counties responded by agreeing to provide greater financial support (Base Agent Fee) beginning in FY2010. Counties were allowed to phase in these increases over two fiscal years.

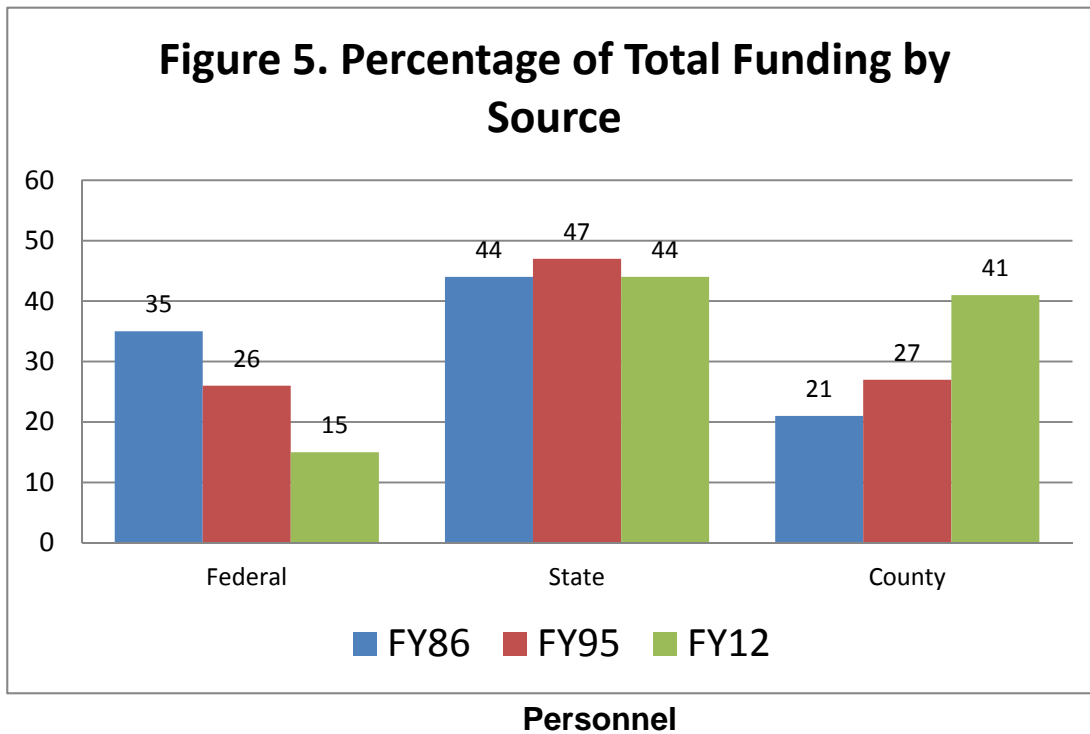
Vacancies in state supported positions and numbers of stop-gap funded positions from 2007 to 2012 are shown in Figure 4. These data are as of June 30 in the year shown. Vacancies in state-supported agent positions have grown from a low in July 2010 to a high of 47 in mid-year 2012. Where funds are available, counties have used the stop gap mechanism to fill vacancies immediately, which means they pay the full cost of that agent until state funds become available. This length of time varies but is usually a year or longer.



The rise in vacancies in state supported positions from July 2011 to July 2012 was due in part to anticipation of reduced state funding in FY2013 as well as uncertainties about how future university budget models will fund UK CES.

The proportion of total Extension funding coming from federal, state and county sources has changed greatly since 1986 (Figure 5). State support has been fairly constant at around 40% of the total budget, but the portion from Federal funds has dropped from 35 to 15%. The proportion coming from local funds rose from 21 to 41% over the same period. These percentages were calculated with grant funds as part of the annual total.





All Extension Service staff are employees of the University of Kentucky and therefore are required to follow personnel policies and procedures of UK's Human Resources Department. The Extension Personnel Office handles human resources operations for Extension field staff, including recruiting, receiving and screening applications, interviewing, compensation analysis, hiring recommendations, and orientation. Final hiring decisions are made by the Director of UK CES.

For county support staff, the Extension Personnel Office functions include reviewing and submitting positions for posting on the UK On-line job website. In addition, this office develops and maintains hiring procedures for counties that are consistent with University guidelines for classified staff.

The Extension Personnel Office also advises Extension administrators and departments on personnel issues such as the development of the Agent Career Ladder and hiring interns for county Extension projects. Twenty percent of agents hired since 2007 have come through the UK CES intern program (28 out of 139).

Extension faculty, specialists and associates are hired at the department level, most typically by search committees.

The total number of Extension personnel has risen from 2002 to 2012 due to increases in program assistants and clerical staff (Table 4). Over the same period, administrative and faculty/specialists/associate positions declined by 21 and 4%, respectively.



Numbers of agents have fluctuated depending on the number of vacancies required to balance the budget.

| Type                           | 2002 | 2004 | 2006 | 2008 | 2011 | 2012 |
|--------------------------------|------|------|------|------|------|------|
| Administrative                 | 24   | 22   | 21   | 20   | 19   | 19   |
| Program Assistants             | 121  | 125  | 140  | 113  | 184  | 200  |
| Faculty/Specialists/Associates | 165  | 158  | 160  | 167  | 156  | 159  |
| Clerical                       | 203  | 198  | 200  | 208  | 208  | 233  |
| Agents                         | 391  | 369  | 388  | 396  | 380  | 386  |
| Total                          | 904  | 872  | 909  | 910  | 980  | 1005 |

The number of agent positions has slowly increased as counties add fourth and additional agents (fully funded with county funds). The total number of agent positions is currently 414, with approximately 386 filled as of January 2013. Approximately two thirds of UK CES agents have advanced degrees (MS and PhD, Table 5). Almost half (47%) or 182 of active agents have 10 years or less Extension experience in Kentucky (Figure 6).

| Highest Degree Attained  | Number* |
|--------------------------|---------|
| BS                       | 141     |
| MS                       | 242     |
| PhD                      | 3       |
| Total                    | 386     |
| *As of December 31, 2012 |         |

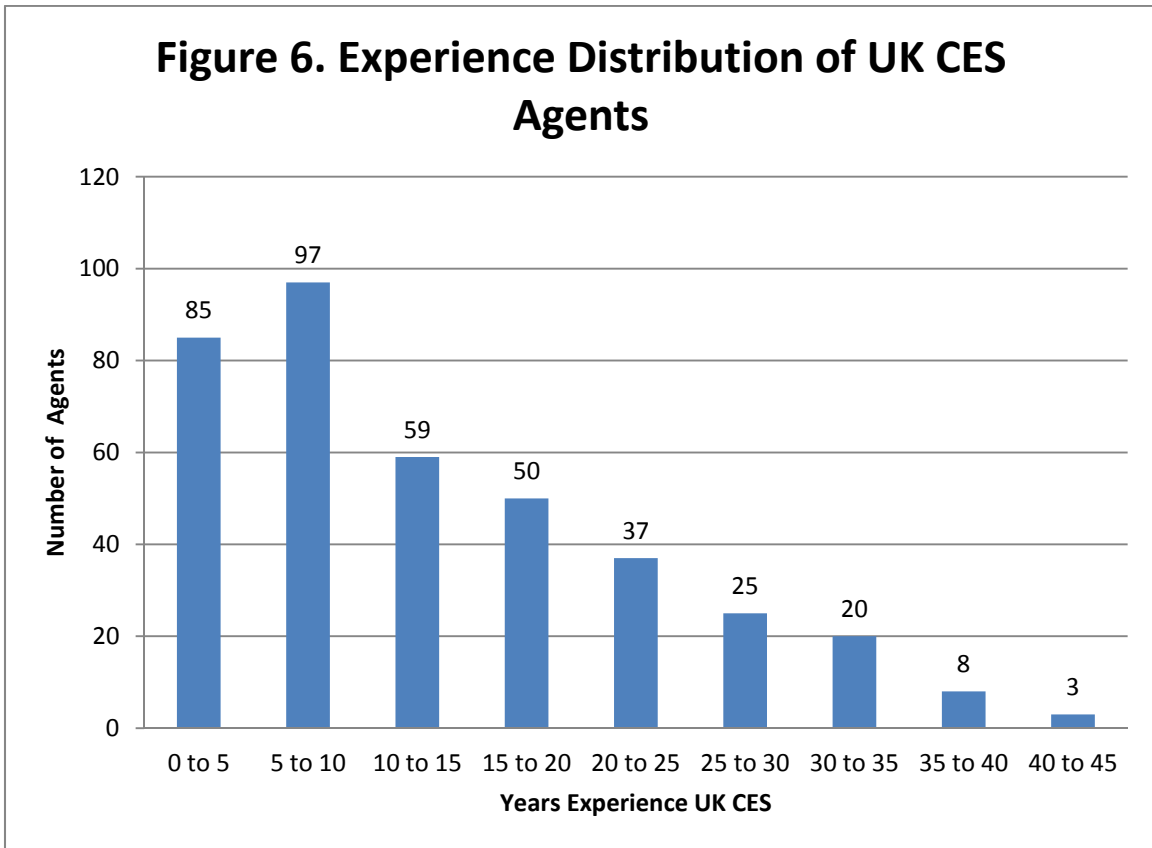
Turnover among agents is low, averaging 3.66% from 2006 to 2010 (not including retirements). Retention of UK CES agents is comparable to TN, KS, LA and MO (Table 6).

| State     | 2005-06 (%) | 2006-07 (%) | 2007-08 (%) | 2008-09 (%) | 2009-10 (%) | Means (%) |
|-----------|-------------|-------------|-------------|-------------|-------------|-----------|
| <b>KY</b> | 96.40       | 96.20       | 95.10       | 96.70       | 97.30       | 96.34     |
| <b>TN</b> | 93.81       | 94.10       | 95.67       | 98.13       | 95.88       | 95.12     |
| <b>KS</b> | 98.00       | 92.00       | 94.00       | 95.00       | 98.00       | 95.40     |
| <b>LA</b> | 96.87       | 94.69       | 95.24       | 94.99       | 92.54       | 94.87     |
| <b>MO</b> |             | 96.00       | 98.00       | 97.70       |             | 97.23     |

\*Note. Retention data provided by respective state's HR departments at the request of Martha Thompson, UK Employment Specialist.

Increases in numbers of program assistant and county support staff are due to increases in county funding as well as additional federal funding for the Food Stamp Nutrition Education program.

**Figure 6. Experience Distribution of UK CES Agents**



**Salary**

**Agents** - The average annual salary of a Kentucky Extension Agent is \$46,603 (2012). Consistently, Kentucky has lagged behind most other states in the salary level of agents. In 2009, the last year for which comparison data are available, Kentucky agent salaries were 83% (86% in 2005) of the national average. This figure is down from 86% in 2005. Multiple years of little or no growth in agent compensation since 2007 has resulted in salary compression for those hired in this period.

Salary compression has been mitigated by the Agent Professional Promotion System or Career Ladder, developed in 2005. This effort was funded through a special state appropriation referred to as the County Enhancement Initiative and was designed to reward agents for securing additional education and training, as well as for outstanding job performance and experience gained through Extension program development. Agents can advance through four levels with a salary increment for promotion to each level. The amounts of the increases have been \$2,000 to Level II, \$2,500 to Level III and \$3,000 to Level IV.

Starting salaries of Kentucky agents (\$32,000BS, \$36,000MS) rank below the average of 1862 land grant universities in the Southern Region and below that of our fellow land grant university, Kentucky State University (\$38,000BS, \$43,000MS).

**Specialists** - Specialist salaries in Kentucky are lower than the national average and for the 13 benchmark institutions, but less so than agents. The average Extension

specialist salary in Kentucky is \$87,498 (2012). In 2006 some non-faculty Extension specialists and associates were brought under the University's classification system. The goal was to bring more uniformity and consistency to those positions. Grades were defined to insure salary equity across the various departments and units within the college. In 2010, the remainder of non-faculty Extension specialists and associates were classified.

### **Advisory Councils**

Extension advisory councils provide the primary mechanism for stakeholder input in the Kentucky Cooperative Extension Service. Cooperative Extension relies heavily on advisory councils to identify local needs, to set program priorities, to assist in program implementation and evaluation, and to represent the financial needs of Extension to local officials. In 2012, there were at least 13,000 formal opportunities for volunteer leaders to provide direct input into program development and implementation across all counties as measured by the membership totals across all types of Extension councils (Table 7).

Each county Agent is expected to have a program council to guide his or her programming. This group may be organized as a stand-alone council or as a sub-committee of the umbrella County Extension Council (CEC). The CEC is made up of representatives from each program council as well as from the broader community. The CEC provides overall program coordination and prioritization for the total county program. In FY2012, CEC input came from 3803 members. Many of these individuals also served on the program advisory councils for ANR, FCS, 4-H, Horticulture, Homemaker, CED and Fine Arts.

| <b>Table 7. UK CES Council Type and Membership, FY2012</b> |                         |
|--|-------------------------|
| <b>Council Type</b>  | <b>Leaders Involved</b> |
| County Extension Council                                   | 3,803                   |
| District Board   | 808                     |
| Ag Advancement   | 1,734                   |
| FCS  | 1,484                   |
| 4-H  | 2,145                   |
| Homemaker  | 2,057                   |
| Horticulture   | 373                     |
| CED  | 73                      |
| Fine Arts  | 170                     |
| Other  | 899                     |
| <b>Total</b>   | <b>13,546</b>           |

Representatives of the CECs are then chosen from each district to serve on the State Extension Advisory Council. The State Extension Advisory Council (SEAC) also

includes volunteer delegates from Kentucky State University, according to mutually adopted by-laws. The SEAC advises the directors of both institutions on organizational policy and is a major point of coordination for the total Extension program of the state.

## **Program and Infrastructure Support**

### **Program and Staff Development**

Program and Staff Development (PSD) is a resource unit of Extension Field Programs that supports the agent and program development processes throughout UK CES. Major efforts of PSD include staff development, evaluation and reporting, program development, and in-service training.

Staff Development includes new agent orientation, core training, and the agent mentoring program. Orientation is designed to provide new Extension Agents with the knowledge and skills needed during their first year on the job. The orientation process attempts to strike an appropriate balance between organizational history and purpose, policies, program planning, and subject matter. Core training is a series of three trainings conducted over a one-year period of time. It focuses on the Program Development Process, Leadership, and Management. The mentoring program is a one where new agents are mentored by more experienced agents for the first two years of employment. Mentor agents self-nominate themselves for this role and are trained to serve.

Evaluation and reporting are necessary components of all Extension positions. Program and Staff Development maintains and updates the Kentucky Extension Reporting System (KERS), which is the online planning and reporting system for both UK and KSU Extension efforts. This system was brought on line in July of 2012 and represents a major overhaul of the old CATPAWS program. The expansion of the web-based reporting system makes the information readily available to more individuals.

Staff from PSD recently led in the development of the Extension components of a new state Plan of Work as well as a 'Featured Programs' approach to reporting which focuses statewide reporting on specific high profile programs.

Program Development uses the logic model approach to needs identification and planned outcomes. Logic models have been developed for each of the Featured Programs by teams of agents and specialists who have also identified specific outcome indicators. These metrics have been incorporated into the Featured Programs section of the [Priority Indicator Report](#). Through this process, agents and specialists have identified the program results they will be reporting against at the end of the program year. The measures will represent statewide participation, practice changes and impact of the programs.

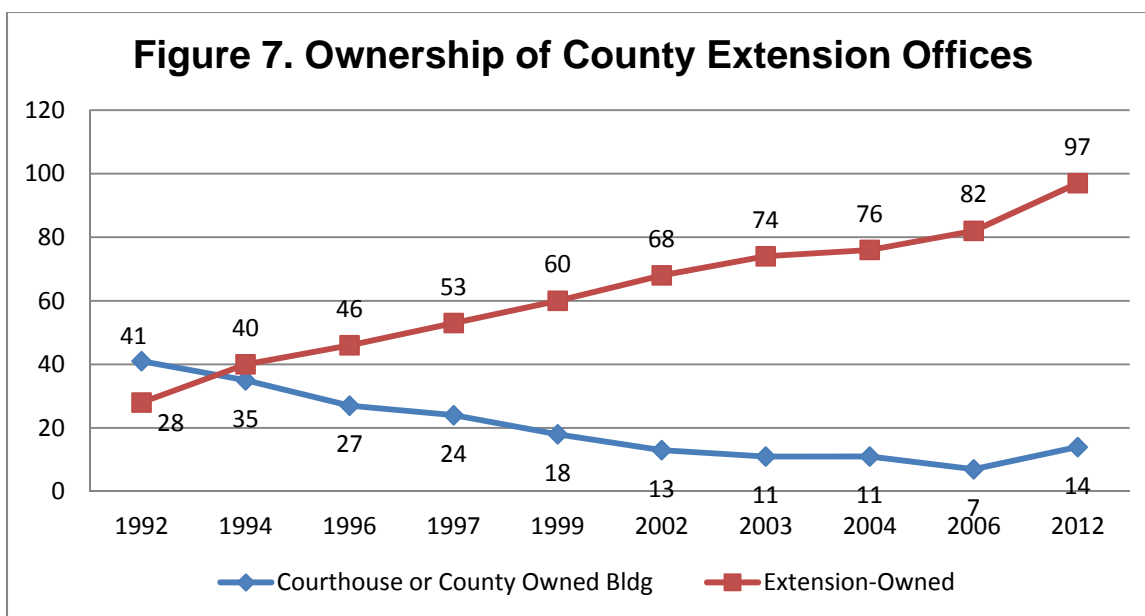
With in-service training being a component of the Agent Career Ladder system, in-service training has taken on greater significance. Program and Staff Development has responded by improving the functionality of the in-service training catalogue, creating opportunities for the catalogue to be more user friendly, documenting hours of training

received by agents, and generating transcripts which reflect the hours of training for which agents will receive Career Ladder credit.

Because Kentucky Extension does not require a Master's degree to be hired but does require progress toward securing a Master's degree in order to advance in the Career Ladder, there are a number of agents working on graduate degree programs. However, the college offers a limited number of degree programs and courses that are readily available to professionals who work full time. More courses need to be offered through distance learning or at least be block scheduled to reduce the number of trips an agent must make to the campus.

### County Facilities

Because the local Extension tax has provided sufficient revenue, counties have made substantial progress in upgrading the quality of their offices over the past 15-20 years. Before that time, many county Extension offices were in the courthouse in cramped space that was inaccessible to the handicapped, and had inadequate meeting rooms and parking. In 1992, 41 county offices were still located in county courthouses or county facilities, compared to 14 in 2012 (Figure 7). Also in 1992, Extension owned their offices in 28 counties compared to 97 in 2012. These changes have resulted in professional offices and adequate meeting rooms with accessibility to everyone and adequate parking. Invariably, client traffic increases when county Extension staff move to new offices.



## **Agricultural Testing Services**

In the process of conducting educational programs, Extension agents assist agricultural producers and homeowners through the use of soil tests, the diagnosis of plant diseases, the testing of fescue for endophyte, forages and manures for nutrient value, soybean cyst nematode (SCN) soil analysis for soybean producers and the nursery industry, and the testing for soybean rust through County Extension Offices. The actual testing is conducted by other units of the College of Agriculture outside of the local Extension office, but Extension agents are the persons who encourage the testing, handle the samples, and assist in the interpretation of the results. The college processes 50,000 soil samples and diagnoses about 4,000 plant samples per year.

Approximately 20% of Kentucky's farm land is soil sampled on an annual basis. Much of this is driven by Extension programs, producers participating in government cost share programs and water quality legislation requiring land testing before the addition of nutrients. The Division of Regulatory Services maintains the soil test laboratories and works with Extension in providing soil test results. Unique aspects of the soil testing services include computer software containing long-term results for producers in the county, lime recommendations specific to quarries available to producers in each county, soil pH measurements that are not affected by seasonal variation, and availability of various web-based calculators to aid Extension agents to follow best management practices for fertilizer, lime and manure application.

Plant samples submitted to the Plant Disease Diagnostic Laboratory (PDDL) for analysis average around 4000 specimens annually, varying with temperatures and rainfall and their combined ability to create favorable disease conditions. Soybean Cyst Nematode sample numbers dropped significantly in 1995 when a fee for analysis was instituted. However, in recent years a partnership between UK and the Kentucky Soybean Promotion board has provided free sample analysis for producers. Consequently, annual sample numbers are slowly increasing as producers become more aware of the free testing program.

Since 2003, the PDDL has used a web-based Digital Consulting system utilizing photographic images, in order to enhance diagnostic service provided to Extension field staff. The PDDL is currently working to replace that system with an iPhone app that will allow submission of digital images for evaluation by the diagnosticians. The image submission app is being developed with a consortium of land-grant universities, led by Purdue University's plant diagnostic program. The Kentucky version of the app will be usable only by Extension agents and specialists and will not be accessible by the general public. To its existing arsenal of diagnostic tools, the PDDL has continued to enhance its polymerase-chain-reaction testing program, which allows more rapid and definitive diagnosis of certain diseases.

The department of Entomology also provides direct support to agents in the form of insect identification. These requests are increasingly made online using digital images because of an initiative by the ANR Assistant Director to equip offices with digital imaging devices capable of capturing the fine detail needed for identification.

## **Information Technology Support**

The Extension IT unit is responsible for managing, and supporting the use of information technology (IT) resources within the Kentucky Cooperative Extension Service.

Information Technology resources include workstations, servers, network connectivity (both off-campus Extension offices along with numerous college facilities), videoconferencing technology, handheld devices, and various other equipment and services. Support from this unit takes the form of seven District Extension Information Technology Contacts (DEITCs) as well as access to the College Helpdesk. The College Helpdesk offers assistance with IT related problems/questions via the Phone, email, and remote computer repair.

The Extension IT Support Group is part of the Ag Communications Information Technology Section of Ag Communications.

The College is also a member of the national [eXtension network](#), a 24-7 resource of research-based information and educational content in more than [50 Resource Areas](#). This national resource benefits both external clientele and Extension employees.

## **Internal Efficiencies Gained Via Information Technology**

**College Videocenter** - Over 700 hours of mostly longer-format recordings are now available, comprising almost 200GB of video including seminars, webcasts, instructional video, self-paced workshops and trainings. Nearly 50 hours of events for College personnel were live streamed in 2012, using just this system alone (not counting Lync or Adobe Connect) allowing our personnel to attend on-campus events from the comfort and convenience of their office or home.

**Microsoft Lync** - Extension has utilized MS Lync heavily for distance delivery of trainings, resulting in savings in time and dollars. For ANR alone, the use of Lync since 2011 has been used to host 28 trainings for a total of 907 agents.

Conservative estimates of the benefits of these trainings include:

- \$45,000 savings in actual travel funds
- Saved 2700 hours of agent time or approximately 1.3 agent FTE
- More timely delivery of training material
- Archived video for those not able to attend and a resource for future agents



## **Extension Summary**

### **Accomplishments**

- Extension continues to have strong county support in personnel, programming and infrastructure.
- Extension has recently completed a yearlong process of internal and external surveys to determine how to stay relevant, effective and efficient in the future (Creating Our Future)
- Programs in 4-H Youth Development continue to reach a large segment of Kentucky youth, exceeding 230,000 in 2012 or 28.8% of the market.
- Special appropriation from the State Legislature of \$2M for 4-H camp infrastructure, 2010.
- A new model for Extension programming in Community and Economic Development have been developed (CEDIK) that improves agent training, integrates better with the program areas (ANR, FCS, 4-H) and with the other mission areas of research and instruction.
- Numbers of agent positions have grown to 414. Since 2007, four counties have changed from two-agent to three-agent status (Wolfe, Clinton, Owsley, Lee).
- The State Extension Advisory Council has been strengthened by rejuvenating the connection with Kentucky State University and the State Program Councils. Representation on the State Extension Advisory Council now formally includes Kentucky State University, via changes in the bylaws.
- Vacancy numbers among agent positions is at or near historic lows due to increased county support. This support is in the form of higher contributions for the basic agent staff complement and where possible, county's payment of the normal state portion of agent salary in order to fill the position immediately.
- Significant increases in numbers of program assistants at the county level, due to both increased county and grant funds (EFNEP, SNAP-Ed).
- Local investment in county office and meeting facilities continues to increase.
- Personnel numbers have grown gradually, without a need for staff reductions.
- Distance learning capabilities are being expanded.
- eXtension CoPs are maturing (dairy, horse, consumer horticulture)
- Innovative staffing in Jefferson County – County Program Coordinator, Strategic Communications Position

### **Future Challenges**

- Continue to collaborate with other colleges and agencies.
- Continue to expand distance learning capabilities statewide.
- Identify measures of program success that can be used system-wide.
- Increase the number of graduate courses and programs delivered by distance learning methods to improve access for agents
- Continue to address agent salary level to stay competitive with UK's benchmarks.

- Improve financial support in counties without an Extension District Tax, especially Jefferson County
- Increase the number of minority agents, faculty, specialists and associates.
- Continue to improve outreach to new and underserved audiences, such as Hispanic, younger homemakers, post-middle school youth, and urban.
- Continue with eXtension involvement nationally and promoting its use as new tools and resources are released.
- Secure increased operating funds within academic departments.
- Secure and Provide substantial financial support for Kentucky 4-H Camps and 4-H Leadership Center for facility renovation and repair to meet needs of today's youth as indicated by the Kentucky 4-H Camp Strategic Plan.
- Provide a safe and secure place during emergency weather conditions for all campers at the 4-H Camps.
- Expand Educational resources which will lead to the retention of youth in the 4-H Youth Development program from primary, middle school and high school age.
- Under-investment in state extension faculty/specialist/associate support in 4-H and FCS
- Re-structure Extension programming in urban areas to better leverage the existing investment