

# Extension Roadmap

**Priorities for Education in Agriculture and  
Natural Resources, Community Economic  
Development, Family and Consumer Sciences,  
and 4-H and Youth Development**



*Responding to the needs of Texans*

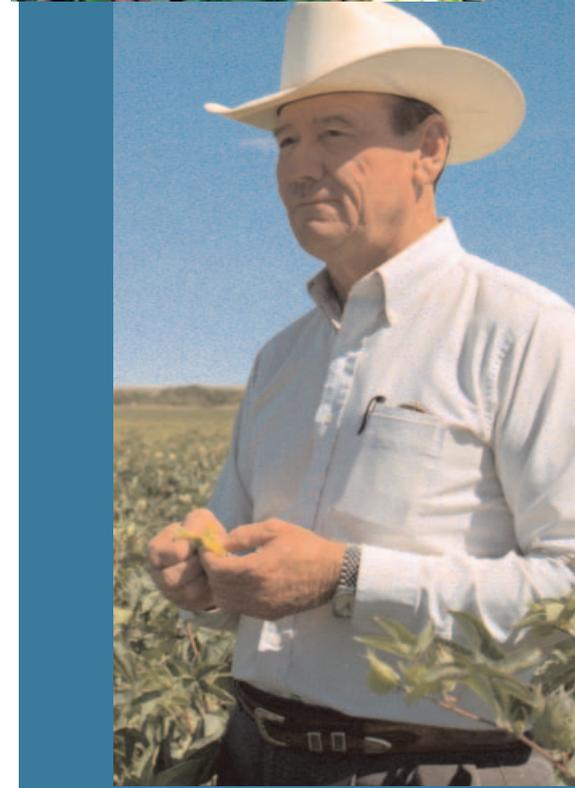
Texas Cooperative Extension provides quality, relevant education based on local needs in all 254 counties. We continually assess—and respond to—educational needs identified by community residents, advisory committee members, volunteers, stakeholder groups, and representatives of organizations and agencies. In addition, we conduct a Texas Community Futures Forum every four years, inviting the public to participate in defining local issues and needs in each county. Based on the input from more than 19,000 Texans in 2004, Texas Cooperative Extension will pursue the following goals and priority objectives:

## **Ensure a sustainable, profitable, and competitive food and fiber system in Texas.**

1. Improve the profitability and global competitiveness of agricultural\* enterprises by educating producers and other agribusiness professionals to adopt effective technologies and best management practices based on applied research, evaluations, and demonstrations.
2. Improve the economic sustainability of agriculture by teaching producers and other agribusiness professionals how to assess risk and to evaluate and implement available risk management alternatives.
3. Help agricultural producers and agribusiness professionals to maximize profitability through improved understanding of agricultural and trade policy alternatives and consequences, and federal and state farm policies and opportunities.
4. Ensure that business owners and agricultural producers can maintain government-required licenses and certifications by providing compliance assistance such as pesticide safety education programs.
5. Prevent, detect, and respond to potential biosecurity threats by ensuring a knowledgeable and prepared force of agricultural producers, landowners, agribusiness professionals, and county Extension agents.

## **Enhance natural resource conservation and management.**

1. Improve water quality and conservation by promoting understanding and adoption of best management practices among consumers, agricultural producers and agribusiness professionals, communities, and conservation districts.
2. Enhance wildlife conservation while capturing economic benefits from nature tourism by helping agricultural producers to evaluate and adopt conservation technologies and management practices.





3. Support the economic sustainability of the rangeland resource for livestock, wildlife, and nature tourism enterprises through stewardship education for landowners, ranch managers, and the public.
4. Improve the health and economic potential of forestry resources, including bio-mass as a source for energy, by enhancing understanding and adoption of best management practices by forestry and woodlot landowners.

### **Build local capacity for economic development in Texas communities.**

1. Enable communities and individuals to develop businesses through education in entrepreneurship and e-commerce.
2. Build community capacity for economic development through collaborations with the Texas Rural Community College Network.
3. Expand nature and heritage tourism through intensive training of land/business-owners and others.
4. Equip youth and adults with work/life skills training to acquire and keep jobs in today's workforce.
5. Prepare young adults for leadership roles in their rural communities as a result of participation in leadership education programs.

### **Improve the health, nutrition, safety, and economic security of Texas families.**

1. Increase parenting skills and improve the quality of child and elder care in Texas communities through training programs directed at parents, grandparents, caregivers, and youth.
2. Improve family financial security by providing financial literacy education to families, youth, and worksites.
3. Decrease demand for health care through health, nutrition, and safety education for individuals and families which improves health across the lifespan.
4. Reduce health care costs by increasing risk-reducing behaviors among adults with Type II diabetes through diabetes education programs.
5. Decrease the number of children who are inactive or overweight through nutrition and activity programs delivered through families, schools, and communities.
6. Reduce the risk for foodborne illness through education for consumers and commercial food establishments.





## Prepare Texas youth to be productive, positive, and equipped with life skills for the future.

1. Increase knowledge of career opportunities and college enrollment among youth.
2. Enable youth to make constructive use of out-of-school time through 4-H After School Clubs and educational programs.
3. Promote the development of positive relationships between youth and caring adults.
4. Build life skills in youth through character education, literacy, and leadership development programs.
5. Support youth in adopting healthy lifestyles by promoting good nutrition and physical activity and by addressing issues such as childhood obesity, substance abuse, and relationship education.



## Expand access to Extension education and knowledge resources.

1. Make Extension education available to more people by increasing the quantity and variety of Internet-based content.
2. Extend direct teaching contacts with individuals and groups by increasing volunteer recruitment and training.
3. Deliver more training to internal and external audiences through the use of distance education technologies.



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<http://texasextension.tamu.edu>

\* Agriculture is defined broadly to include multiple uses of rural and urban lands for the production of livestock, crops, wildlife, forages, aquaculture, and forest products, as well as for landscapes and recreation.

