

**DEPARTMENT: KENT COUNTY MSU COOPERATIVE EXTENSION SERVICE**

**Department Mission Statement:**

*A University/Community partnership connecting education to life to meet the challenges of a changing and diverse society.*

**Service Area: Children, Youth and Family Programs CYF**

**Budget (2008):** \$673,361

**Staffing Level:** 34 FTE (32 FT, 4 PT)

**Service Area Mission Statement:**

*Educational programs with adults, families and children in nutrition, breastfeeding, youth and leadership development.*

**Goals**

- Improve dietary outcomes for adults and youth in nutrition, and breastfeeding outcomes for new moms and infants following participation in Extension educational programs
- Increase access to MSUE nutrition education services for eligible community members across the lifespan
- Actively engage with community partners in providing nutrition education
- Increase participation in educational programs in youth development through 4-H clubs, school programs, after-school and summer programs and volunteer trainings

**Objectives**

- Improve dietary quality of food choices by 92% of participants in nutrition series classes
- Improve food resource management by 90% of participants
- Initiation of breastfeeding after child's birth by 80% of Breastfeeding Initiative (BFI) enrolled participants
- Increase decision making and/or leadership skills by 4-H members and volunteers by 5% over previous year's rate
- To increase participation of youth in 4-H activities by 5% over previous year's rate

	<b>2006 Actual</b>	<b>2007 Goal/ Actual</b>	<b>2008 Goal/ Estimate</b>	<b>2009 Goal</b>
<b>Indicators</b>				
<b>Outcomes</b>				
Percent of people making improvement in diet per ERS report	94.50%	94.50%/94.50%	94.50%/95.00%	94.50%

Percent of people improving food resource management practices per ERS report	NA	90.00%/91.50%	90.00%/85.50%	90.00%
Percent of new moms enrolled in BFI program who follow through to initiate breastfeeding	72.00%	80.00%/94.00%	95.00%/95.00%	95.00%
Percent of 4-H volunteers and members who report an increase in decision making or leadership skills following education or training opportunities	NA	0.00%/78.90%	80.00%/80.00%	80.00%
Percent increase in youth involvement in 4-H activities	9.60%	5.00%/14.20%	5.00%/5.00%	5.00%

<b>Indicators</b>	<b>2006 Actual</b>	<b>2007 Goal/ Actual</b>	<b>2008 Goal/ Estimate</b>	<b>2009 Goal</b>
<b>Outputs</b>				
# of participants initiating breastfeeding	120	125/173	185/162	185
# of participants attending 4-H trainings	366	384/324	340/200	357
# of participants in 4-H activities	23,012	23,153/26,269	24,310/20,309	21,324

**Service Area: Agriculture, Horticulture and Natural Resources**

**Staffing Level:** FTE (0 FT, 0 PT)

**Service Area Mission Statement:**

*Educational programs to improve agricultural profitability, connect university research to crop and livestock management decisions, and minimize environmental impacts.*

**Goals**

- Ensure that agricultural and commercial pesticide applicators possess knowledge and awareness needed to handle and apply herbicides and/or pesticides safely.
- Ensure viability of agricultural and green industries in Kent County.
- Improve animal waste management process in Kent County

**Objectives**

- Increase participation of certified applicators in Restricted Use Pesticide (RUP) training by 5% over previous year.
- Increase participation of green industry producers in field-crop, financial management and/or income production-related educational programs by 5% over previous year.
- Increase by 20% the number of farms that participate in the nutrient management process.

<b>Indicators</b>	<b>2006 Actual</b>	<b>2007 Goal/ Actual</b>	<b>2008 Goal/ Estimate</b>	<b>2009 Goal</b>
<b>Outcomes</b>				
% increase in participation in RUP classes.	53.00%	5.00%/ 76.00%	5.00%/ -8.00%	5.00%
% increase in green industry producers in crop, financial management and/or income production-related educational programs	NA	5.00%/ 53.00%	5.00%/ 17.00%	5.00%
% increase in number of farms participating in nutrient management process	NA	20.00%/ -20.00%	5.00%/ 5.00%	0.00%

<b>Indicators</b>	<b>2006 Actual</b>	<b>2007 Goal/ Actual</b>	<b>2008 Goal/ Estimate</b>	<b>2009 Goal</b>
<b>Outputs</b>				
Number of participants in RUP classes	371	390/ 655	390/ 598	600
Number of RUP credits offered	50	20/ 35	20/ 35	35
Number of participants in field-crop, financial management and/or income production-related classes	90	90/ 138	95/ 162	150
Number of farms participating in at least one component of nutrient management process	10	12/ 8	10/ 4	10

**Service Area: Community and Economic Development ECED**

**Staffing Level:** FTE (0 FT, 0 PT)

**Service Area Mission Statement:**

*Educational programs designed to build capacity within a community for improvement, planning for the future, and implementing those plans.*

**Goals**

- Facilitate processes for Kent County citizens, neighborhoods, communities and local government officials to learn and implement best practices in land use, utilizing MSU resources whenever possible.
- Provide educational programs that will assist individuals to increase skills in money management.

**Objectives**

- For 70% of participants attending educational programs indicate an increase in knowledge of best practices in land use.
- For 70% of educational programs offered through MSU resources to indicate at least 1 positive action related to the training
- For 90% of students who complete money management course evaluation to express intention to increase amount of savings.

<b>Indicators</b>	<b>2006 Actual</b>	<b>2007 Goal/ Actual</b>	<b>2008 Goal/ Estimate</b>	<b>2009 Goal</b>
<b>Outcomes</b>				
% of participants indicating an increase in knowledge of best practices in land use.	NA	70.00%/ 86.00%	70.00%/ 94.00%	80.00%
% of land use educational programs offered through MSU resources where at least 1 positive action related to the training resulted	NA	70.00%/ 95.00%	70.00%/ 70.00%	70.00%
% of students completing money management course evaluation who express intention to increase amount of savings	91.00%	90.00%/ 95.00%	95.00%/ 100.00%	95.00%

<b>Indicators</b>	<b>2006 Actual</b>	<b>2007 Goal/ Actual</b>	<b>2008 Goal/ Estimate</b>	<b>2009 Goal</b>
<b>Outputs</b>				
Number of participants in educational programs on land use (urban, rural and suburban) and on Purchase of Development Rights	450	450/ 577	500/ 550	600
Number of land use educational programs offered through MSU resources	NA	12/ 21	20/ 20	20
Number of participants who complete Money Management class series	75	75/ 116	120/ 50	130

**Service Area: Farmland Preservation**

**Staffing Level:** FTE (0 FT, 0 PT)

**Service Area Mission Statement:**

*To protect farmland in order to maintain a long-term business environment for agriculture in the county, to preserve the rural character and scenic attributes of the county, to enhance important environmental benefits, and to maintain the quality of life of county residents. (From the Kent County PDR Ordinance adopted in November 2002)*

**Goal**

- Provide administrative and educational support to Kent County Agricultural Preservation Board. Assist them in successfully utilizing Purchase of Development Rights as a tool for farmland preservation to enhance opportunities for growth, profitability and continued viability of the Kent County agricultural industry.

**Objectives**

- To provide opportunities for agribusiness expansion, recruitment and retention by preserving the land base through the Kent County PDR Program.
- To maintain or increase the percentage of USDA Farmland Preservation Program funding to Kent County each funding cycle.
- To maintain or increase the number of PDR applications each year.
- To coordinate a comprehensive outreach program on PDR.
- To coordinate efforts with allied organizations and agencies involved in land conservation.
- To use land conservation best management practices to administer the Kent County PDR program as defined by the Land Trust Alliance.

<b>Indicators</b>	<b>2006 Actual</b>	<b>2007 Goal/ Actual</b>	<b>2008 Goal/ Estimate</b>	<b>2009 Goal</b>
<b>Outcomes</b>				
Percentage of preserved acres that are classified as prime, unique or important farmland soils (goal is to maintain or increase the percentage)	NA	0.00%/ 74.00%	0.00%/ 0.00%	75.00%
Percentage of Michigan's share of USDA Farmland Preservation Program funding secured for Kent County PDR (goal is to maintain or increase the percentage)	NA	NA	0.00%/ 0.00%	0.00%
Total acres preserved through PDR. Goal is to increase total acres.	145	0/ 450	0/ 57	0

Amount of funding secured in support of this effort. Goal is to maintain or increase the amount.	\$0	\$0/ \$400,000	\$0/ \$100,000	\$0
Maintain or increase the number of applications each year.	39	0/ 30	0/ 34	0
To achieve no deficiencies in an audit review by the Land Trust Alliance of the Kent County PDR program administration (goal is zero deficiencies)	NA	NA	NA	0

	<b>2006 Actual</b>	<b>2007 Goal/ Actual</b>	<b>2008 Goal/ Estimate</b>	<b>2009 Goal</b>
<b>Indicators</b>				
<b>Efficiencies</b>				
Annually, amount of funding obtained versus amount of funding spent (goal is to maintain or increase the ratio of funding obtained/funding spent)	NA	NA	Ratio 1:30/ Ratio 1:44	
The number of staff hours spent per acre preserved, based on a two-year PDR application cycle to be calculated biennially. Goal is to maintain or decrease the ratio of staff hours/acres preserved.	NA	NA	NA	0

	<b>2006 Actual</b>	<b>2007 Goal/ Actual</b>	<b>2008 Goal/ Estimate</b>	<b>2009 Goal</b>
<b>Indicators</b>				
<b>Outputs</b>				
Types of farms preserved and products produced.	NA	NA	NA	0
Number of acres covered by applications each year.	3,525	0/ 3,364	0/ 3,339	0
Number of newspaper articles, television coverage, newsletter articles, emails and other documented outreach on the PDR program.	NA	NA	NA	0

Number of collaborative programs related to farmland preservation.	NA	0/ 13	0/ 20	20
Number of acres of conservation resources such as buffer strips, wetlands, or woodlands protected through PDR.	26	0/ 96	0/ 2	0