

Resource Development-Human/Material for Horticulture

Work Group Names: Steve George, Sara Allen, Jim McAgee, Randy Reeves, Mike Merchant

Region: EAST **Circle which primary base program it addresses -** ANR

Section 1. Relevance

Where did this issue surface?

Texas Community Futures Forum

County Committees

Commodity / Industry / Special Interest Groups

Specialist(s)

Other: Regional Committee

What is the issue/problem?

Need for increased human, as well as material resources.

Problem size and scope? (How many people does it affect? How wide spread?)

State wide.

Problem severity? (How serious is this issue?)

High

Description: With recent and future budget reductions, material and human resources need to be addressed.

Target Audience? (Who does the problem impact and how many?)

Homeowners, horticultural industry, TCE employees and Master volunteers.

What are some general characteristics of the audience this program targets? How will you market this program to others?

Clientele interested or involved in horticulture.

Section 2. Response

State the goal of the program.

To increase material and human services.

State the outcome objectives. NOT APPLICABLE TO THIS SECTION!

Program Design.

Topic (Subject Matter)	Strategy to Deliver Content (Method)	Existing Resource(s)	Contact Person(s) (Includes CEA's Specialists, Commodity Reps)
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Increased Program Specialist Positions (District & State)	Budgeting for and hiring specialist	Current programming area Specialist	Department Heads & Administration
Updated/current publications	Information would be updated on a regular basis and made available electronically so as cut printing cost and ease of updating	TCE Bookstore	Individual Departments, Ag Communication, IMS, etc. ...
Increased Master Specialist (Volunteer) Training Programs	District, Regional and Statewide trainings	Plant propagation Fire Ant Entomology JMG Fire Safety (landscape)	Dr. Doug Welch
In-Depth CEA In-service Training in Horticulture	Regional - Statewide in-depth training on horticultural topics (Insect & Disease ID) for example, use of current technology (centra, web)	Web based, as well as TTVN and Centra-symposium	Current Horticulture Specialist, (District & State)
Expansion of resources and Personnel to Horticulture Industry	Curriculum, specialist-(current & new) media, including newsletters. Legislators, commodity groups, etc.	Currently need help due to vacant positions	East District 5 Horticulture position, also serves Districts 4 & 8 - state Extension Economist/Horticulture
Prepared educational Programs	Curriculum will be developed that CEA's and Master Volunteers can use	some programs have been developed including entomology & various horticultural program.	District & State Horticultural Specialist

Section 3. Results

Client Change Level	Sample Questions (Review the objectives section to help place questions or statements in the space below)
Knowledge	**Evaluations will be prepared by Horticultural Specialist for each of the in-service trainings for CEAs.

Economic Indicators. Are there economic indicators that can be measured concerning this issue?

YES

Agriculture Income reports (Horticultural commodities) with increase in county, district and region-wide. Healthier plant materials reduce use of pesticides, generate increased sales of landscape plants.

Interpretation.

Internal to Extension Stakeholders	External Stakeholders
Administrators CEA's Master-volunteers Department Heads	Legislators Nursery Industry Professionals Homeowners Commodity (Horticulture) groups Texas Department of Agriculture.

Additional Resources. What additional resources are needed to address this issue? In other words, what is needed to design innovative programs that will impact our audiences? Use the space below or the back if needed.

Need to fund and hire more Specialists in Horticulture positions (District & State)!