

# Landowner Education - Lack of Knowledge & Skills Required for Natural Resource Management (Objective 1)

Work Group Names:

Region: *SOUTH*    Circle which primary base program it addresses -    *ANR,*                      *CD (related)*

## Section 1. Relevance

Where did this issue surface?

Texas Community Futures Forum  
County Committees  
Commodity / Industry / Special Interest Groups  
Specialist(s)  
County Extension Agents also identified this as an issue in their counties.

What is the issue/problem?

Increasing number of landowners lacking natural resource management skills

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

Region wide

Problem severity? (How serious is this issue?)                      **HIGH**

Description: Landowners are in need of education resources.

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

Clientele to improve traditional rural landowners, urban absentee landowners and small resident landowners.

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

Primarily highly educated, motivated, eager to learn, open to advice, many are affluent.

## Section 2. Response

State the goal of the program.

*To encourage proper natural resource management by landowners.*

State the outcome objectives.

<b>Client Change</b>	<b>At the end of this program, will....</b>
<i>Knowledge</i>	increase knowledge on.... Best management practices concerning natural resource management.
<i>Skills</i>	develop skills.... To implement BMP's (ex: animal management, pesticide safety, agronomy, plant ID).
<i>Attitude</i>	change their attitudes pertaining to... Land ownership and production practices.
<i>Behavior Change</i>	adopt... Sustainable best management practices.
<i>New Technology</i>	adopt.... Appropriate (practical, profitable) natural resource management application.
<i>Best Practice</i>	adopt .....
	Sustainable and appropriate best management practices.

## **Program Design**

<b>Topic (Subject Matter)</b>	<b>Strategy to Deliver Content (Method)</b>	<b>Existing Resource(s)</b>	<b>Contact Person(s) (Includes CEA's Specialists, Commodity Reps)</b>



### **Section 3. Results**

The last section deals with evaluation of this program. The evaluation content should mirror the objectives that are outlined in section two. Please try and list some specific questions that should be asked to the target audience to determine if the intended change took place. List as many potential questions as possible. The goal here is to create a question bank for each client change level so that the educator can review these questions to see if any of them are relevant to their program. If they are, then they can use them to measure change in their program. Remember, not all evaluation strategies have to be written questionnaires. They may also be interviews, direct observation, or focus groups. Please describe your method in this section where appropriate.

<b>Client Change Level</b>	<b>Sample Questions</b> (Review the objectives section to help place questions or statements in the space below)
<i>Knowledge</i>	<ul style="list-style-type: none"><li>- Was knowledge of practice increased from information presented.</li><li>- Concerning BMP's: taxation, natural resource management, technology</li><li>- Ask questions concerning basic management practices (ex: What does 3 numbers on fertilizer mean?)</li></ul>
<i>Skills</i>	<ul style="list-style-type: none"><li>- Proper application of BMP's</li><li>- Calibrate and apply pesticides</li><li>- What contact resources have you developed?</li><li>- What BMP's have you developed pre-post?</li></ul>

<b>Client Change Level</b>	<b>Sample Questions</b> (Review the objectives section to help place questions or statements in the space below)
<i>Attitude</i>	- How has attitude toward adoption of <u>certain</u> technology changed as a result of information presented?
<i>Behavior Change</i>	- Based on information presented, how likely are you to adjust your management practices?

<b>Client Change Level</b>	<b>Sample Questions</b> (Review the objectives section to help place questions or statements in the space below)
<i>New Technology</i>	- Based on information presented, how likely are you to adjust your management practices?
<i>Best Practice</i>	- Based on information presented, how likely are you to adjust your management practices?

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

**YES**

Please list them below.

- Improve profitability
- Reduction in taxes
- Community economy

**Interpretation.** The last step in the process is interpreting the results to our stakeholders. List internal and external stakeholders that would be interested in the results of this educational program. Do not forget to think about other state agencies and groups that would be interested in these outcomes.

<b>Internal to Extension Stakeholders</b>	<b>External Stakeholders</b>
<ul style="list-style-type: none"><li>- Department Heads</li><li>- Administration</li><li>- Specialists</li></ul>	<ul style="list-style-type: none"><li>- NRCS</li><li>- TPWD</li><li>- Legislators</li><li>- EDC (Economic Development Corp)</li></ul>

**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.