

# Small Landowner Education

**Work Group Names:** Ron Wooley, Truman Lamb, Mark Arnold, Brian Cummins, Mike Gage

**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

### **What is the issue/problem?**

There is a need for educational programs designed to address the weeds of landowner with less than 50 acres to assist them with making sound management, production, marketing, economic and environmental decisions.

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

All consumers.

### **Problem severity? (How serious is this issue?)**      *High*

Description: High numbers.

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

All consumers.

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

People with a general lack of agricultural knowledge.

---

## Section 2. Response

**State the goal of the program.**

**State the outcome objectives.**

<b>Client Change</b>	<b>At the end of this program, will....</b>
----------------------	---

<i>Knowledge</i>	increase knowledge on.... basic resource management
<i>Skills</i>	develop skills....
<i>Attitude</i>	change their attitudes pertaining to....
<i>Behavior Change</i>	adopt....
<i>New Technology</i>	adopt....
<i>Best Practice</i>	adopt .....

**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>
How to maintain Ag wildlife use exemption	Web based models meeting series seminars, field days, publications	videos	
Facilities, Equipment, Time, Money and Expertise Resource Assessment	Web based models meeting series seminars, field days, publications	Risk-assessed business Planning form small producers	Dr. Blake Bennett
Livestock 1. Beef cattle            3. Horses 2. Sheep/Goats        4. Hogs	Web based models meeting series seminars, field days, publications	Publications	Appropriate subject matter specialist, CEA's-Ag
Crops 1. Forages 2. Agronomic crops 3. Specialty Crops 4. Timber	Web based models meeting series seminars, field days, publications		

Horticulture 1. Commercial Vegetables 2. Fruit 3. Nut 4. Nursery/Floral	Web based models meeting series seminars, field days, publications		
Wildlife & Fisheries 1. Deer 2. Game Birds 3. Exotic Animals 4. Crawfish 5. Catfish 6. Recreational Leasing 7. Pond Management	Web based models meeting series seminars, field days, publications		
Fencing 1. Types 2. Construction 3. Costs	Field Day Publications		
Marketing 1. Alternative 2. Risk Management	Meeting Series	Publications	Appropriate Subject Matter Specialist
Brush Control	Field Day Demonstrations Meetings Tour		

### **Section 3. Results**

<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>	<p>Do you believe that Extension Education has helped you define goals and objectives for your Agriculture/Natural/Resource Enterprise?</p> <p>Do you know where to go get more information related to your specific Goals?</p> <p>Pre &amp; Post Test Do you believe that your knowledge in <u>(subject matter)</u> has increased?</p>

<i>Best Practice</i>	Have you incorporated best management practices? List the practices you have adopted.
----------------------	--

**Example 1 - Small Land Owner Evaluation, Lee County**  
**New Landowner Education Program - Lee County**

Thanks for agreeing to participate in the “New Landowner Education Program in Lee County. In order for us to put together the most effective educational program for you. Please take a few minutes to answer the questions below.

1. Do you live permanently in Lee County? (*Circle the best answer*)                      YES                      NO

-If you answered no, please let us know where you live when not in the county.

2. How much land do you own in Lee County?     \_\_\_\_\_ Acres

3. What type of agricultural commodities do you *currently* produce on your land?

4. What type of agricultural commodities do you *want* to produce on your land?

5. Are you currently retired? (*Circle the best answer*)                      YES                      NO

6. Are you currently employed in the county? (*Circle the best answer*)                      YES                      NO

-If you answered yes, please let us know what type of work you do.

7. What are some topics you would like to be covered during this year’s program?

**DEMOGRAPHICS SECTION**

What is your ethnicity? (please circle one)    White    Hispanic    African American    Other: \_\_\_\_\_

What is your age? (please circle one)    Under 30    30-39    40-49    50-59    60 and over

What is your gender? (please circle one)    Male                      Female

*Thanks!! We hope you enjoy the program!!!*

For each of the topics listed below, in the LEFT column, circle the ONE number that best reflects your knowledge level before the *New Landowner Education Program*. Then, in the RIGHT column, circle the ONE number that best reflects your level of knowledge after the *New Landowner Education Program*.

**KNOWLEDGE LEVEL**

**Poor**  
**1**

**Fair**  
**2**

**No opinion**  
**3**

**Good**  
**4**

**Excellent**  
**5**

DATE	TOPICS	<u>BEFORE</u> the Program					<u>AFTER</u> the Program				
March 20	Taxing Entities (Appraisal District, School)	1	2	3	4	5	1	2	3	4	5
April 17	USDA Agricultural Service, Wildlife Management, NRCS, FSA, Texas Cooperative Extension, and Texas Parks and Wildlife.	1	2	3	4	5	1	2	3	4	5
May 15	Livestock and Crop Production	1	2	3	4	5	1	2	3	4	5
June 19	Small Town Farm Base Business	1	2	3	4	5	1	2	3	4	5
July 17	Value Added Processing (home grown foods, preservation, and safety)	1	2	3	4	5	1	2	3	4	5
Aug. 21	Water Issues (water wells, water waste systems, LPGCD, and water districts)	1	2	3	4	5	1	2	3	4	5
Sept 18	Health and Safety (medical services, EMS, Fire Dept., DPS)	1	2	3	4	5	1	2	3	4	5
Oct 16	Law & Order (stray cattle, dumping, waste Disposal)	1	2	3	4	5	1	2	3	4	5
Nov 20	Volunteerism (civic organizations, clubs, and churches)	1	2	3	4	5	1	2	3	4	5

Please answer the following questions the best you can.

What agricultural practices did you go home and adopt?

**Did this program help you determine new options you can adopt to your land?** *(Circle the best answer)*

YES

NO

- Please explain your answer.

**Do you feel like you have a better understanding of Texas Cooperative Extension?** *(Circle the best answer)*

YES

NO

**Will you come back to Texas Cooperative Extension for information in the future?** *(Circle the best answer)*

YES

NO

**Please provide any additional information in the space below.**

---

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

YES

Please list them below.

Out of pocket expenses vs. returns.

**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.

Internal to Extension Stakeholders	External Stakeholders
Specialist Administrators	Ag Business Legislators Commissioner's Court State Officials Commodity Groups

**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.