

Improve Efficiency of Water on Crop Land

Work Group Names:

Region: SOUTH Circle which primary base program it addresses ANR

Section 1. Relevance

Relevance is included to provide the reason the educational program should be developed to address the identified issue. Within the relevance section, there are several questions that must be addressed. This section will seek to address these.

Where did this issue surface?

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

What is the issue/problem?

Limited water supply available for crop irrigation. Need to maximize productivity with the water. Energy and technology, Irrigation districts.

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

Statewide

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

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

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

Section 2. Response

Response refers to how Extension intends to address the issue by developing an educational program.

State the goal of the program.

Improve water efficiency in crop land use

State the outcome objectives.

Client Change	At the end of this program, will....
<i>Knowledge</i>	increase knowledge on.... 1)Irrigation technologies, 2) Irrigation scheduling, 3) Soil Moisture Sensor, 4) ID, 5) Crop residue, 6) Implications of water reuse
<i>Skills</i>	develop skills.... 1) To calculate the water use efficiency, 2) read soil moisture sensors and interpret data
<i>Attitude</i>	change their attitudes pertaining to... 1)Attitudes toward water reuse, 2) Water conservation, 3) Water conserving technologies are too expensive, 4) Irrigation systems for risk management
<i>Behavior Change</i>	adopt.... Best management practices to: 1) Tillage management, 2) Nutrient management, 3) Irrigation scheduling
<i>New Technology</i>	adopt.... 1) Soil moisture sensors, 2) Irrigation
<i>Best Practice</i>	adopt Irrigation scheduling

Program Design

Topic (Subject Matter)	Strategy to Deliver Content (Method)	Existing Resource(s)	Contact Person(s) (Includes CEA's Specialists, Commodity Reps)
Irrigation Technologies		<ul style="list-style-type: none"> - Publication in TCE bookstore - EQIP cost sharing 	<ul style="list-style-type: none"> - Guy Fipps - Juan Enciso - Charles Stichler
Irrigation Scheduling - Crop Physiology			<ul style="list-style-type: none"> - Guy Fipps - Robert Lemon - Juan Enciso - Juerg Blumenthal - Charles Stichler - Steve Livingston
Salinity Management - Water Testing			<ul style="list-style-type: none"> - Tony Provin - Charles Stichler - Monty Dozier - Juan Enciso
Nutrient Management and Irrigation			<ul style="list-style-type: none"> - Charles Stichler - Steve Livingston - Mark McFarland
Irrigation Economics			<ul style="list-style-type: none"> - John Robinson - Allen Sturdivant
Irrigation Water Supply	<ul style="list-style-type: none"> - conferences - publications 	<ul style="list-style-type: none"> - Regional Planning - Groundwater Conservation Districts 	<ul style="list-style-type: none"> - Bruce Lesikar - Allend Sturdivant

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.

Client Change Level	Sample Questions (Review the objectives section to help place questions or statements in the space below)
<i>Knowledge</i>	
<i>Skills</i>	
Client Change Level	Sample Questions (Review the objectives section to help place questions or statements in the space below)

Attitude

Behavior Change

Client Change Level	Sample Questions (Review the objectives section to help place questions or statements in the space below)
<i>New Technology</i>	
<i>Best Practice</i>	

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

YES

NO

Please list them below.

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

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.