

Issue: Agriculture - Water Management / Conservation, Quality, & Quantity

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Region: South Circle which primary base program it addresses - ANR CD

Section 1. Relevance

Where did this issue surface?

Texas Community Futures Forum

County Committees

Commodity/Industry, Special Interest Groups

Specialists

What is the issue/problem?

The amount of water availability and the quality of that water. Public awareness of water importance to the future?

As land is developed by houses, roads, etc., there is a change to the watershed which can cause negative impacts to the environment.

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

Every citizen and all potentially developed land mass areas.

Problem severity? (How serious is this issue?)

High

Description: As an increase in population it will affect more. Unplanned development can cause loss of habitat as well as economic losses due to increased flooding and emotional impact of loss

Expense, cost, best management practices, timing, delivery systems, new technologies

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

This one focuses on agriculture producers of South Texas.

What are some general characteristics of the audience this program targets?

Landowners, retain that ownership, right to farm, produce a commodity.

Section 2. Response

State the goal of the program.

To increase and improve water resources.

To provide the agricultural foundation for long-term sustain ability.

State the outcome objectives. These are the objectives that describe the intended results of a program (e.g. attitudes, knowledge, skills, adoption of practice/technology, change of behavior).

Client Change	At the end of this program, will....
<i>Knowledge</i>	increase knowledge on.... -Importance of watershed management and conservation efforts -Increase public awareness -The consequences of lack of watershed planning -New technologies -Best Management Practices -Alternative Practices
<i>Skills</i>	develop skills.... -Conservation -How to use new technologies correctly
<i>Attitude</i>	change their attitudes pertaining to... -Changes in additional funding pertaining to water conservation practices -Unrestricted development of any and all land; See that land use planning will provide increase in economic development -managing water -changing traditional practices -adopting new technologies -timely use
<i>Behavior Change</i>	adopt.... -Best Management Practices and Technologies
<i>Best Practice</i>	adopt -Best Management Practices

Program Design. In the space below, provide an explanation of the program design. Try to list the topics that could be addressed under this issue. For example, if this was an educational program for new ranch landowners, topics could include: pond management, introduction to beef cattle production, introduction to wildlife management, and general landscaping. Also, try and list resources that could be used to help develop or provide existing curriculum to address the issue.

Topic (Subject Matter)	Strategy to Deliver Content (Method)	Existing Resource(s)	Contact Person(s) (Includes CEA's Specialists, Commodity Reps)
Dry Crop Production	Regional Water Wizard		Charles Stichler
Irrigated Crop Production	TWDB		NRCS/Specialists UGWCD
Regional Round Water and Irrigation Districts			Bill Harris Bruce Lesikar

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>	

Attitude

Behavior Change

Best Practice

New Technology

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
Water specialists- Quality/Quantity Other CEA's with common issues TCE Administration Extension Specialists	NRCS Municipalities County governments School districts Livestock producers Home owners TDA Commodity groups State government- legislature