

<b>DEPARTMENT NAME</b>	Agriculture Extension Service
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<b>DEPARTMENT MISSION</b>	<p>The mission of the Agriculture Extension Service is to provide educational products to the people of Davidson County where they live and work so they can be better informed about:</p> <ul style="list-style-type: none"><li>▪ Agriculture</li><li>▪ Family and Consumer Sciences</li><li>▪ Community Resource Development</li><li>▪ 4-H Urban Youth Development</li></ul> <p>in their communities through an educational process that uses research-based information to address issues and needs.</p>
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## ISSUE STATEMENTS

### Issue Statement One

Due the public's increasing interest in gardening and horticulture, Davidson County Extension has received a growing number of requests for horticulture information, if this demand is not properly addressed this could result in:

- Customers receiving bias information from a non-research source.
- Customers not following correct pesticides recommendations
- Customers losing money from improper plant selection and planting techniques.

### Issue Statement Two

Forty percent of inexperience landscape employees fail their certification exams in Category 3 (Horticulture, Lawn and Turf Pest Control) and place themselves in the position of being unemployed; if this trend continues, employees and business owners could find themselves facing serious problems resulting in:

- Site jobs lost, due to reduction in number of employees
- Loss of business revenue
- Increase in employee stress

### Issue Statement Three

According to Davidson County population data, over 90% live paycheck to paycheck, if these trends continue, consumers could find themselves facing :

- Inability to purchase home
- Filing of personal bankruptcy
- Lack of financial income for retirement

### Issue Statement Four

Obesity is the leading risk factor for many chronic diseases such as diabetes, arthritis, heart disease, hypertension, and some types of cancer, in a survey conducted by Community Health of the Metro Health Department, it was reported that 36% of those surveyed in Davidson County were over weight and 19% were obese; if these trends continue, consumers could find themselves facing:

- Escalating medical cost.
- Rise in psychosocial cost
- Reduction in quality of life

**Issue Statement Five**

On average, the Davidson County high school drop out rate has remained at approximately 17.8% for the past several years, of those who did graduate only 77% continued their education beyond high school, if this issue is not properly addressed it will result in the students lack of :

- Financial education
- Communications
- Career Planning
- Teamwork

**Issue Statement Six**

The changing needs of the customers of the Agriculture Extension require that the educational services and products provided by the Agriculture Extension change and adapt to meet their needs; if these changes are not communicated and promoted, it will result in:

- Customers being unaware of the educational opportunities offered
  - The public being unaware of the resources provided by the Ag. Extension
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## STRATEGIC GOALS

### Goal One

By the year 2013, Master Gardener educational classes will continue to increase the knowledge and skills of gardeners in Davidson County, as evidenced by:

- \_\_\_% increase in Master Gardeners who report they have increased their skill level in specific areas as result of the program.
- \_\_\_% increase in Master Gardeners who identified at least one recommended gardening practice they adopted/plan to adopt as a result of the training program.

### Goal Two

By the year 2013, Pesticide Safety Education Programs will continue to increase the knowledge and skills of commercial pesticide applicators, as evidenced by:

- \_\_\_% clients using the services of the Plant and Pest Diagnostic Center, thus increasing clients using recommended disease control practices.
- \_\_\_% professionals certified as Commercial Applicators thus increasing the number able to purchase and use restricted-use pesticides safety to control pests incorporated with Integrated Pest Management practices.

### Goal Three

By the year 2013, customers of the Agricultural Extension will experience an increase in knowledge and skills as represented by:

- In the Tennessee Saves program \_\_\_% participants initiated or increased savings an average of \$\_\_\_ per month.
- In the Tennessee Saves program \_\_\_% participants kept a record of spending.
- In the Tennessee Shapes Up program \_\_\_% participants increased consumption of fruits.
- In the Tennessee Shapes Up program \_\_\_% participants increase consumption of vegetables.
- In the 4-H Urban Youth Development program \_\_\_% of youth will improve their communication skills
- In the 4-H Urban Youth Development program \_\_\_% of youth will improve their decision making skills

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**Goal Four**

By the year 2013, people in Davidson County will be more informed about the educational services and products provided by the Agricultural Extension as evidenced by:

- \_\_\_% increase in new registrations for classes offered
  - \_\_\_% increase in phone contacts and site visits pertaining to agricultural issues.
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## LINES OF BUSINESS

**Line of Business One – Purpose Statement**

The purpose of the Family and Consumer Sciences line of business is to provide financial and nutritional educational products to individuals and families so they can increase personal wealth and improve their health.

**LOB One – Key Results**

Percentage of participants who establish and adhere to a savings plan for 1 year and report eating an increased amount of fruits and vegetables for one year.

**Line of Business Two – Purpose Statement**

The purpose of Agriculture/Horticulture line of business is to provide gardening and horticulture educational products to customers so they can increase gardening production and horticultural job skills.

**LOB Two – Key Results**

Percentage of customers who adopt recommended gardening practices and are trained as commercial pest applicators.

**Line of Business Three – Purpose Statement**

The purpose of the 4-H/Youth Development program is to provide life skills training to youth so they can develop career decision making skills.

**LOB Three – Key Results**

Percentage of participants who improve their communications and career decision making skills.

**PROGRAM**

**Line of Business Purpose Statement**

The purpose of the Family and Consumer Sciences line of business is to provide financial and nutritional educational products to individuals and families so they can increase personal wealth and improve their health.

**Program Name**

Family and Consumer Sciences

**Program Purpose Statement**

The purpose of the Family and Consumer Sciences program is to provide financial and nutritional educational products to individuals and families so they can increase personal wealth and improve their health.

**Family of Measures: Result Measure(s)**

Percentage of participants who establish and adhere to a savings plan for 1 year

Percentage of participants who report eating an increased amount of fruits and vegetable for one year

Percentage of participants who establish and adhere to a savings plan for 1 year and report eating an increased amount of fruits and vegetables for one year.**(KEY)**

**Family of Measures: Output Measure(s)**

Number of Family and Consumer Sciences educational classes provided

*If you have more than one output measure for this program, please list the one output measure that contains your key product for this program.*

**Family of Measures: Demand Measure(s)**

Number of Family and Consumer Sciences educational classes requested

**Please list measures, if any, for this program that might be determined via a public survey.**

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**Products**

Family and Consumer Sciences educational classes  
**(Key Product)**

- financial education classes
- nutrition education classes

Family and Consumer Sciences educational materials

- subject matter publications
- class handouts

**PROGRAM**

**Line of Business Purpose Statement**

The purpose of Agriculture/Horticulture line of business is to provide gardening and horticulture educational products to customers so they can increase gardening production and horticultural job skills.

**Program Name**

Agriculture/Horticulture

**Program Purpose Statement**

The purpose of the Agriculture/Horticulture program is to provide gardening and horticultural education products to customers so they increase gardening production and horticultural job skills.

**Family of Measures: Result Measure(s)**

Percentage of customers who adopt recommended garden practices.  
  
Percentage of customers trained as commercial pest applicators.  
  
Percentage of customers who adopt recommended gardening practices and are trained as commercial pest applicators. **(KEY)**

**Family of Measures: Output Measure(s)**

Number of Agriculture/Horticulture educational classes provided.  
Number of on site visits provided

*If you have more than one output measure for this program, please list the one output measure that contains your key product for this program.*

**Family of Measures: Demand Measure(s)**

Number of Agriculture/Horticulture educational classes requested.  
Number of Agriculture/Horticulture educational classes required.  
Number of on site visits requested.

**Please list measures, if any, for this program that might be determined via a public survey.**

## Products

### Agriculture/Horticulture educational Classes (**Key Product**)

- gardening educational classes
- commercial pesticide educational classes

Agriculture/Horticulture educational materials  
subject matter publications  
class handouts

## PROGRAM

**Line of Business  
Purpose Statement**

The purpose of the 4-H/Youth Development line of business is to provide life skills training to youth so they can develop career decision making skills.

**Program Name**

4-H/Youth Development

**Program Purpose Statement**

The purpose of the 4-H/Youth Development program is to provide life skills training to youth so they can develop career decision making skills.

**Family of Measures: Result  
Measure(s)**

Percentage of participants who improve their communications and career decision making skills.

**Family of Measures: Output  
Measure(s)**

Number of 4-H/Youth Development educational classes provided.

*If you have more than one output measure for this program, please list the one output measure that contains your key product for this program.*

**Family of Measures: Demand  
Measure(s)**

Number of 4-H/Youth Development educational classes requested.

**Please list measures, if any, for this program that might be determined via a public survey.**

**Products**

4-H/Youth Development educational classes (**Key Product**)

- Communication education classes
- Career education classes

4-H/Youth Development educational materials

- subject matter publications
- class handouts