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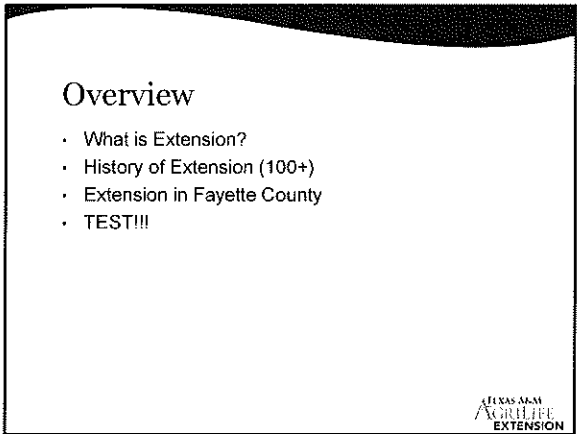
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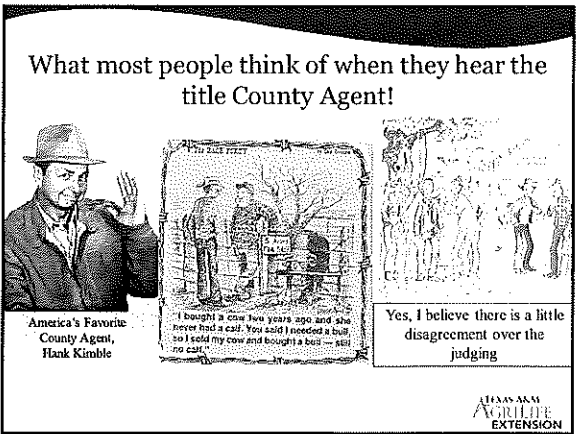
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## We Have A Name Problem?

- Texas Agricultural Extension Service
- Texas Cooperative Extension Service
- Texas AgriLife Extension Service
- Texas A&M AgriLife Extension Service



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## What is Cooperative Extension

- Cooperative Extension is an organizational entity of the U.S. Department of Agriculture and the Land-Grant University System created under provisions of the Smith-Lever Act (1914)
- Extension was created as part of the Land-Grant University in each state to interpret, disseminate, and promote practical use of knowledge to improve the quality of life for all citizens.



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## Mission

*Through the application of science-based knowledge, we create high-quality, relevant continuing education that encourages lasting and effective change.*



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Vision Statement

*Help Texans better their lives.*



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The USDA and Land Grant University  
System Partnership  
in Support of Cooperative Extension:

*A Brief Historical Overview*

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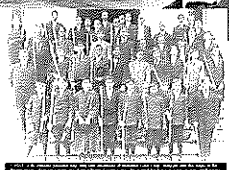

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**Extension History**

- 1830's – Agricultural Societies in Texas
- 1862 – Land Grant College Act
- 1890 – 2<sup>nd</sup> Land Grant College Act
- 1908 – Corn Clubs Formed (4-H Clubs)
- 1914 – Smith Lever Act creating Extension

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## Morrill Act

- The Morrill Act of 1862 provided for at least one college in each state to be established to teach items such as agriculture and the mechanic arts.
- The federal support provided was to be the income from public lands (30,000 acres or equivalent in scrip for each representative and senator) made available to each state.

TEXAS A&M  
AGRICULTURE  
EXTENSION

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## Second Morrill Act

- In 1890 the Second Morrill Act was passed, supplementing by direct appropriation the income from the land-grants.
- States had to show that race or color was not a criterion for admission or designate a separate land-grant college for blacks in order to receive the money.
- The then-segregated Southern states thus opened or designated colleges which became known as "the 1890 Land-Grants."



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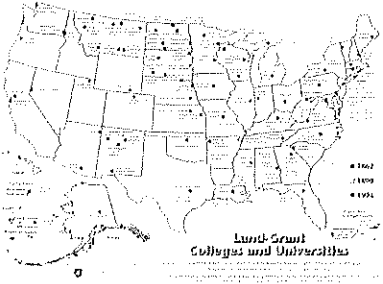
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## Land Grant Colleges and Universities



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## Hatch Act

- In 1887, the Hatch Act allowed for the establishment of Agricultural Experiment Stations at one Land-Grant College per state.
- This established agricultural research as a function of the Land-Grant University.
- Demonstrations were used as a teaching methodology,
- W.C. Stallings was the nation's first County Demonstration Agent, hired in Texas in 1906.



TEXAS A&M  
AGRI LIFE  
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## Smith-Lever Act

- The Smith-Lever Act of 1914 provided cooperation of the U.S. Department of Agriculture and the Land-Grant Colleges in conducting ag. extension work.
- It specified that the work "... shall consist of instruction and practical demonstration in agriculture and home economics to persons not attending or resident in said colleges in the several communities, and imparting to such persons information on said subjects through field demonstrations, publications and other wise . . . ."



Dr. Jeff Hyde,  
Texas A&M AgriLife  
Extension Service,  
Agency Director

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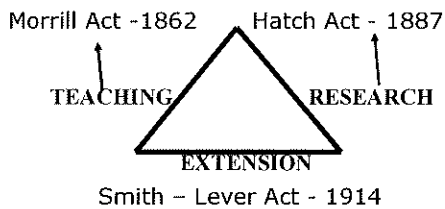
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## The Structure of the Land Grant University



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# Seaman Knapp



The Father of Cooperative Extension  
(1833-1911)

*"What a man hears, he may doubt. What he sees, he may possibly doubt. What he does himself, he cannot doubt."*



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## Smith-Lever Act: Defining the Mandate

- Serve Agriculture and the Public
- Define Agriculture Broadly
- Enhance Human Development
- Meet Local Problems



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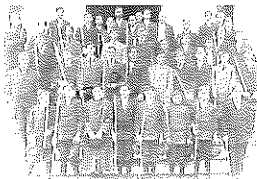
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
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## W C Stallings

The Corn Club Boys



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Edna Trigg



Tomato Club for Girls

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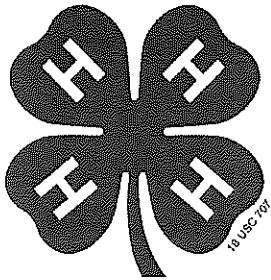
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Thus began what we know today as 4-H



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### Programmatic Efforts Adjust to People's Needs

- World War I
- 1920s
- Great Depression
- New Deal Era
- 1950s and 60s
- 1960s
- 1970s and 80s
- 1990s
- 2000s



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## World War I

- Extension mobilized war food production efforts and stressed food production,
- Preservation and clothing conservation projects among adults and 4-H youth.



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## 1920's & The Great Depression

- A farm depression changed emphasis from production to economic concerns and farm efficiency
- Unable to hire professionals, extension called upon volunteers which stimulated rural leadership development.



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## 1920's & The Great Depression

- Extension helped farmers organize cooperatives, many of which continue to operate today
- Extension was called upon to manage the Farm Seed and Loan Program
- Home economics programs helped families with self-sufficiency and stretching resources.



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## New Deal Era

- Extension became involved in the management of federal programs such as:
  - Agricultural Adjustment Administration
  - Soil Conservation Service, and
  - Farmers Home Administration.



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## 1950s and 60s

- Extension promoted a revolution in ag. production, showing farmers how to combine new technology and better farm management practices for vastly greater productivity.
- Extension initiated the federally-funded Expanded Food and Nutrition Education Program (EFNEP) to improve the nutrition and health of low-income families living in the inner cities. The program is deemed among the most successful of the "Great Society" era.



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## 1970-1980's

- Extension worked with farmers to introduce strategies for sustainable agriculture and use integrated Pest Management to minimize conventional use of chemical pesticides and fertilizers
- Extension also worked extensively with families to develop financial plans for surviving the 1980's farm crisis.



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## 1990's

- Extension initiatives to improve water supply and quality, and to enhance water and air quality became even more important as rapidly urbanizing areas expanded into formerly rural lands.



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## 2000's

- Extension is addressing contemporary issues such as;
  - Agro-terrorism and homeland security,
  - Preventing childhood obesity,
  - Diet and health issues,
  - Water.



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## What are the base programs?

- Agriculture, Natural Resources and Environment
- Family and Community Health
- 4-H & Youth Development
- Community Development
- Emergency Management



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## Ag Program Activities

- Beef and Forage Programs
- Fruit Tree Program
- Ag Conference
- Crops Tour
- Pecan Field Day
- Ag Leadership Tour
- Various Other Educational Events



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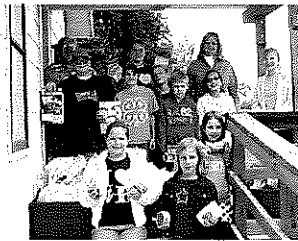
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## 4-H Youth Development

- Animal Projects
- Volunteer Leaders
- Leadership Camps
- Foods and Nutrition Project
- County Roundup
- Shooting Sports
- Judging Teams



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## Family & Community Health

- Family Life Education
- Food and Nutrition
- Health
- Senior Living
- Safety – Food, Child Passenger, Child Care
- Leadership



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## Emergency Management

### ◉ Extension Agent – Disaster Assessment and Recovery

- Education and Outreach
  - Preparedness & Readiness
  - Animal Issues Committee
- Response
  - Strike Team – Animal Related
  - Livestock Supply Point
- Recovery
  - Liaison Between State and Local Officials
  - Assess Damage – Expedite Process



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## What do volunteers do for Texas A&M AgriLife Extension?

- Extend services to clientele
- Effective spokespersons to the community
- Effective spokespersons to stakeholders
- Bring organization perspective to program
- Concentrate their time and effort on specific subject matter / program / job



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## Extension History Jeopardy




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
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The mission of Texas A&M AgriLife Extension is to provide quality \_\_\_\_ and \_\_\_\_ programs and services to the people of Texas.

- What are outreach and continuing education?



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
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Cooperative Extension is an entity of the USDA and the Land-Grant University System created under the provisions of this act.

- What is the Smith-Lever Act (1914)?



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The Morrill Act of 1862 provided at least one college in each state to teach \_\_\_\_ and \_\_\_\_.

- What are agriculture and mechanical arts?



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This act allowed for the establishment of Ag Experiment Stations – which established Ag research as a function of the Land Grant University.

- What is the Hatch Act (1887)?



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Through the Second Morrill Act (1890), Land Grant Universities began to receive government funding to supplement its income. However, states had to show that \_\_\_\_ and \_\_\_\_ were not a criterion for admission.

- What are race and color?



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This act initiated the agricultural extension work by the Land-Grant Universities.

- What is the Smith-Lever Act (1914)?



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The structure of the Land-Grant University can be signified by a triangle. The sides of the triangle include these three components.



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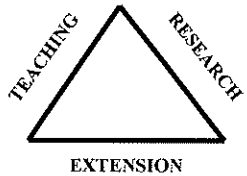
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**What is...**



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This man is considered the Father of Cooperative Extension for his contributions in establishing agricultural demonstrations, and insight towards the Experiment Station, Hatch, and Smith-Lever Acts.

- Who is Seaman Knapp?



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During World War I, extension programs focused on these types of projects.

- **What are war food production, preservation, and clothing conservation?**



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This mass devastation forced extension to change its focus towards economic concerns, volunteer development, and helping low-income families stretch their resources – all valuable areas in today’s extension programs.

- **What is the Great Depression?**



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This program, the most successful of those in the “Great Society” era, helped improve the nutrition and health of low-income families living in the inner cities.

- **What is the Expanded Food and Nutrition Program (EFNEP)?**



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Contemporary issues that are being addressed by Extension today include these.

- What are agro-terrorism, homeland security, preventing childhood obesity, and diet and health issues?



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The four base programs of AgriLife Extension are these.

- What are:
  - Agriculture, Natural Resources, and Environment
  - Family and Consumer Sciences
  - 4-H and Youth Development
  - Community Development
- Bonus – Emergency Management



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
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These individuals are vital to Texas AgriLife Extension as they serve as effective spokespersons, concentrate their time and energy, and bring organization to their specific interests, and extend services to the clientele.

- What are VOLUNTEERS?



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## High Praise

⊙ "The New Landowner Program is an effective tool to help educate individuals about rural landownership. It gives individuals valuable tools to make the experience not only more enjoyable but also profitable. The program also helps new property owners navigate rural life in Texas."

— Retired Fayette County Judge Ed Janecka

⊙ "I thought I was fairly well educated on what owning raw land would entail. Took the new landowner series in 2015 and learned a lot of what I knew was wrong or advances in the field had changed. Three years later I am still attending some of the courses. Learn something at every course I attend, either from the instructor or from fellow attendees. I would highly recommend that anyone that appreciates learning new things or would like to share their knowledge to attend these courses."

— David Anderson, 2015 Graduate



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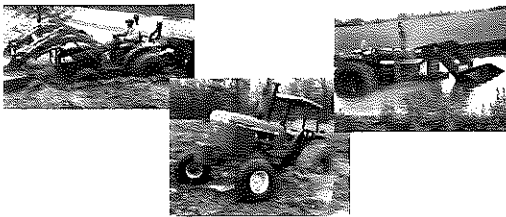
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## THE END!



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