Staff members of the regional center include the following:

- H. Doss Brodnax, Director
- Jerome L. Burton, Associate Director (Alcorn State University)
- Bonnie P. Teater, Assistant to the Director
- Jacqueline F. Tisdale, Writer/Editor
- Sandra K. Payne, Administrative Secretary/Editorial Assistant
- David Miles, Printer (Part-time)
Southern Rural Development Center  
1995 Annual Report

The Southern Rural Development Center (SRDC) is one of four regional centers coordinating rural development research and extension (education) programs cooperatively with the land-grant institutions regionally and nationally. The Centers support and strengthen individual state efforts in rural areas by developing networks of university research and extension faculty from a variety of disciplines to address rural issues. Strategies for dealing with those issues are developed by leaders across the region and are shared via conferences, publications and other educational activities and materials. Other Centers are located at Iowa State University, Oregon State University and The Pennsylvania State University.

Funding

Funding for the Centers is through the U.S. Department of Agriculture's Cooperative State Research, Education and Extension Service (CSREES). The Centers collaborate with state, regional and national public and private organizations and with each other to leverage support from a variety of sources to supplement federal funding and to increase program effectiveness.

Sponsors

While located on the campus of Mississippi State University (MSU), the SRDC is jointly sponsored by Alcorn State University and MSU. The Center works with 29 land-grant institutions in Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, Puerto Rico and the U.S. Virgin Islands.

Audiences

The Center has served the Southern region since 1974, providing a base for coordinating the academic leadership of rural development faculties. The SRDC works in liaison with research and extension faculty; with state, regional and national policy makers; with community decisionmakers; and with other rural development professionals. The ultimate beneficiaries are the rural people of the South who receive help through the research and educational programs developed by land-grant personnel in cooperation with the SRDC.

Structure

Regional participation is a strength of the Center. The organizational structure is designed to foster active involvement of the states in program determination.

Board of Directors. A Board of Directors establishes policies and sets guidelines. Members come from the region's 1862 and 1890 land-grant institutions and the private sector. Composition includes three 1862 extension representatives, one 1890 extension representative, three 1862 research representatives, one 1890 research representative and one representative each from the private sector and the Farm Foundation. Ex-officio representatives from Cooperative State Research, Education and Extension Service-USDA and Economic Research Service-USDA serve as advisors. The 1994-1995 board includes the following members:
Program Advisory Committees. Program advisory committees on individual land-grant campuses have input to the SRDC Regional Program Advisory Committee. The Program Advisory Committee meets biennially to set program emphasis areas to give focus to the activities of the Center. The SRDC has directed considerable work and resources over the past year on the four areas emphasized by the Program Advisory Committee:

Human Capital
Work Force Quality and Productivity
- Fund research and sponsor conference on monitoring trends in workforce quality
- Fund research and sponsor conference on assessing workforce quality

Rural Education and Training
- Economic dislocation-retraining needs (military bases, NAFTA)
- How to support rural education (who pays, innovative delivery systems)
- School-community linkages

Community Based Human Capital
- Analyze community status (stocks and flows, level of human capital, changes in human capital)
- Programs to analyze or aid specific groups (youth, elderly, cultural diversity, family stability)
- Develop training materials
- Research on community involvement
Leadership
Community Leadership (sustainable local community leadership programs)
- Fund research on successful/nonsuccessful leadership programs
- Sponsor conference to share latest materials and applications
- Disseminate information on leadership (curricula/programs/methodologies)

Youth Leadership Training
Empowerment (Build Self-Esteem)
- Fund project to develop program for empowering community leaders

Leader-Follower Relationship
- Study effectiveness of current programs

Rural Health
Health Care in Underserved Areas
- Research impacts of health care reform
- Research impacts of existing services and facilities access (transportation availability)
- Provide management training for health board members, local government officials (citizen decisionmakers)
- Provide community-based strategic planning for health care

Management/Leadership/Community/Strategic Planning
- Provide health education programs in such areas as the following:
  - immunization, crime prevention, farm safety, teen pregnancy, prevention, substance abuse, self-esteem, aging issues, nutrition and exercise
- Fund curriculum development activities
- Research data, case studies, demonstration projects

Environmental Health Issues
- Survey/explore issues of enviro justice (eco justice) as related to rural health (chemical, agricultural, hazardous waste)
- Support demonstration projects/education programs for the following: water, solid waste, chemical (agriculture and industry) and hazardous waste

Rural Poverty
Parent-Child Literacy Activities
- Review literature and projects to identify and understand effective activities
- Demonstration projects involving parents/children with university/extension collaboration in literacy activities

Build Community and Intergenerational Social Relationships
- Research/Demonstration project aimed at enriching rural quality of life by promoting positive community-wide intergenerational and cultural interactions
Underemployed/unemployed Labor Force
- Develop activities for retraining, counseling, survival skills and economic adjustment

Identify Marketable Rural Resources
- Identification and feasibility studies of sustainable and high value-added, natural resource based industries appropriate for Southern rural communities

Tech-Prep for Rural Development in Poor Rural Communities

Accomplishments

National Review of the Center. A major accomplishment this year was the successful completion of the Center's first comprehensive national review. The Cooperative State Research, Education and Extension Service/USDA (CSREES/USDA) sponsored a review of the Center June 20-22. The Southern Center was the last of the four regional rural development centers to be reviewed in response to recommendations of the combined national review in 1991. A considerable amount of time and resources of the Center was used in preparing for the review. A planning team met in March 1994 and set in motion a plan and schedule for a holistic self evaluation process. Team members included Walt Walla, University of Kentucky; Jim Boling, University of Kentucky; Don Voth, University of Arkansas; Mike Levi, North Carolina State University; Gerald Doeksen, Oklahoma State University; Lionel Beaulieu, University of Florida, Handy Williamson, The University of Tennessee and SRDC professional staff. An evaluation survey was completed by Center staff under the direction of Howard Ladewig, Texas A&M University. Results were presented to the review panel by Ladewig. A notebook of materials was written and compiled by Center staff and sent to review team members prior to the on-site review. Sections included Overview of the Rural South, Structure and Organization, Measuring Organizational Effectiveness and Charting the Future. The Center hosted the review team, members of the Program Advisory Committee, Board Members and interested individuals for three days of reports, investigation and dialogue. At the close of the on-site portion of the review, a preliminary report was given by Review Team Chair Ronald Powers, University of Missouri/Columbia. A final report of the team's findings with commendations and recommendations has been received and is being studied by the Board of Directors. In addition to Powers the review panel included Lori Garkovich, University of Kentucky; Thomas Klindt, The University of Tennessee; Marvin Konyha, CSREES/USDA; Mortimer Neufville, University of Maryland-Eastern Shore; Karen Prentiss, Florida State Rural Development Council; and Richard Stuby, CSREES/USDA.

Center Projects. The following section of this annual report provides insight to extension and research activities from October 1, 1994, to October 1, 1995. The variety of projects and the diversity of the people and organizations involved attest to the value of the Southern Rural Development Center and to the impact it has on the lives of the rural people and communities in the region it serves. The report is organized by the Center's four priority issue areas. Within the issue areas, the SRDC funds rural development research and extension activities on a competitive basis; sponsors, supports and participates in conferences and workshops on key rural development issues; and publishes rural development materials. Publications include conference proceedings, results of research and extension projects, education and training materials and a periodical entitled Capsules. The Center attempts to integrate extension and research, but the following activity reports do not necessarily make the distinction.
Human Capital

Good Schools Improve Rural Development Prospects investigated the role of local school quality in 1980 to 1990 economic development in South Carolina using school and community-level data. School quality was measured by high school test scores and student-to-teacher ratios. Findings indicate school quality does matter, especially in the more geographically isolated rural areas. Both population and employment growth were relatively large in hinterland rural areas with lower student-to-teacher ratios, and population growth was greatest in metro-fringe rural areas with schools reporting high average test scores. Yet rural growth also was influenced by other factors (public services and infrastructure availability, low taxes relative to public expenditures and high quality of life and housing). The economic development benefits of good local schools will be diminished if the rural area is deficient in other factors important to growth. This study by principal investigators Mark Henry and David Barkley at Clemson University was a part of the larger project "School Choice in Rural Areas: Implications for Local Area Growth and Public Finance." Warren Kriesel, University of Georgia, is the principal investigator of the on-going part of the project.

The Southern Region Consortium To Address Food Processing Industry Competitiveness links the land-grant systems in the southern region into an alliance to address food processing technology issues, workforce training and development issues and leadership and management development issues across the region. A regional design team with research and extension representatives from various aspects of the land-grant system has been established to address all aspects of these issues. The consortium will review ongoing funding opportunities, priorities, budget and time lines; will develop a protocol for doing more formalized sharing across state lines to address food processing issues; and will produce a directory of resources. Principal investigator is Joe McGilberry, Mississippi Cooperative Extension Service.

The Economics of Public Primary and Secondary Education with Special Emphasis on Rural People and Rural Economic Development: An Annotated Guide to the Literature presents reviews of 160 published studies that have implications about the relationship between rural education and economic development. The reviewed works include books, chapters in books, journal articles and research bulletins. A short overview introduces the primary questions addressed in each of five sections of the publication. The bibliography was published by the Center as SRDC No. 186 by Dale M. Hoover and Mark R. Sisak, North Carolina State University.

Leadership

Assure People Empowerment via Active Leadership (APEAL) is designed to build a community vision and provide the skills of leadership that empower people and bond groups to identify and solve problems, marshal resources and bring positive community change. One major goal of the project is to generate and evaluate a leadership training program with multi-cultural application. A Spanish translator has completed 12 units of "Community Voices" materials. The translated materials will be distributed across the region via computer diskettes. Another goal is to train a minimum of 18 community leaders to be leadership co-facilitators. Two training sessions have been held; one trained leaders from five counties, and one trained leaders from six counties. A community diversity training brochure has been drafted to be used as a training tool for a strategic planning session in each community. Principal investigator is Casandra Steele, Cooperative Extension Program, Prairie View A&M University.
Building a Foundation for Community Leadership is an extension project to involve high school students in assessing community needs. It is to be used by extension professionals, community leaders and school teachers or administrators for implementing student-supported community needs assessments. One goal of the project is to help students increase their understanding of and commitment to their communities and to become empowered to work toward solving local problems. Another goal is to show communities the value of contributions their youth can make in identifying and meeting local needs, thereby expanding opportunities for students to participate in community affairs. In Phase 1 resource materials were gathered, procedures for conducting needs assessment projects involving youth were recommended and an outline for a handbook was developed. Phase 2 developed components of the handbook. The program was pilot tested in two rural sites, then the handbook was revised. The notebook is being peer reviewed for publication later this year. In addition, a pamphlet is being developed to describe the program to extension agents and school principals in the Southern region. Principal investigators are Glenn D. Israel, University of Florida, and Thomas W. Ilvento, University of Kentucky.

The Joint Southern Region Program Leadership Committee Meeting's theme was Empowerment through Change. The annual meeting is designed to increase communication and planning among extension program leaders in the Southern region. Other goals are to develop a common understanding among program leaders of the program planning environment in the South; to improve extension programs through sharing ideas and resources and planning regional actions; and to identify new issues of importance to the South and implications for current and future programs. The 1995 meeting, held in Charlotte, North Carolina, had 142 participants. The meeting format allows program leaders to meet together by discipline after plenary session sets the stage and addresses the theme. Administrative support was provided by the Southern Rural Development Center.

Rural Health

The Southern Extension/Research Activity Task Force on Rural Health and Safety developed and distributed a resource directory listing individuals with expertise in the areas of rural health and safety. The directory included selected university personnel and others in each state recognized for their knowledge in rural health and safety. Sara Bagby, Clemson University, was the main investigator. The Southern Extension/Research Activity Task Force on Rural Health and Safety (SERA-53) will update the directory annually. With SRDC support, a curriculum committee of the Task Force is discussing definitions of health, wellness, prevention, health education and health promotion and is outlining a statement of extension's role in health. The committee will develop a training curriculum for extension agents and community advisors.

Measuring the Importance of the Health Care Sector on a Rural Economy will develop a guidebook extension workers can use in working with local decision makers on rural health issues. The guidebook will summarize the relationship between economic development and industrial growth and the relationship between economic development and retirement growth, demonstrate the importance the health sector is to the local economy and develop a methodology extension workers can apply to local community health systems. Principal investigators are Gerald A. Doeksen, Oklahoma State University; and Tom Johnson, Virginia Tech.

Issue Based 4-H Health Curriculum is being developed by a task force to help young people develop a healthy appreciation of themselves, their families and friends. Units include Celebrating Self, Celebrating the Body, Medical/Cultural Influences, Interpersonal Skills, Decision-Making and Health Behaviors. The modules are applicable to 9-11 year olds. A members manual, leaders guide and parent helper sheets are
complete. Pilot testing is underway with groups of young people from diverse backgrounds in after-school programs, clubs, health department groups, in-school programs, EFNEP day camps and others. After it is reviewed and revised, the curriculum will be provided to each state in the region.

**Telemedicine in Rural Areas: An Analysis of Location Strategies and Policy Options** will develop a method to aid in decisions for locating telemedicine facilities. This would allow decision makers to locate telemedicine facilities with due regard to the economic viability of the facilities and the potential regional economic impact of the facilities. Specific objectives are to record and monitor the current state of telemedicine, specific applications of the technology, the institutional market structure of delivering telemedicine and alternative financing methods; to delineate geographic dispersion of health care in South Carolina and compare them with the current placement of the health care facilities in the region; to identify policy considerations in geographic placement of telemedicine facilities; and to develop a methodology for specifying alternative location schemes consistent with alternative policy objectives. Principal investigator is Jim Hite, Clemson University.

**Rural Poverty**

**Evaluation of Existing Decision Aids for Local Solid Waste Management Planning** identified and evaluated existing decision aids for municipal solid waste management in rural areas. The formal product is a report titled "Decision Aids for Municipal Solid Waste Management in Rural Areas: Annotated Bibliography." The report provides reference listings and brief annotations for approximately 150 guidebooks, reports and articles published within the last 10 years that could aid rural decision makers in dealing with the challenges they currently face. The report was published by the Center as SRDC No. 190. A second printing was required to meet demand for the publication. A Solid Waste Management Task Force of research and extension specialists completed the project. Members included Chair Bill Park, The University of Tennessee; Gerald Doeksen, Oklahoma State University; Barry Jones, Texas A&M University; Mitch Renkow, North Carolina State University; Joe Schmidt, Mississippi State University; and Richard Warner, the University of Kentucky.

**National Extension Travel and Tourism Conference** was held in New Orleans in April for local, regional, state and national Extension personnel as well as economic developers, entrepreneurs and community leaders involved in tourism initiatives. More than 150 persons representing 35 states participated in the forum that discussed Extension's role in helping communities plan for their future in tourism and economic development. General sessions focused on the National Extension Initiative, Communities in Economic Transition with participants reacting to the preliminary report of the National Design Team on Tourism. Notebooks containing abstracts from concurrent workshops and presentations were prepared and distributed by the Center. Sponsors included Cooperative State Research, Education and Extension Service, USDA; Farm Foundation; Northeast Regional Center for Rural Development; North Central Regional Center for Rural Development and Southern Rural Development Center.

**What Works? Successful Water Quality and Waste Management Programming** attracted 236 participants from 13 Southern states and Puerto Rico to New Orleans June 4-6. The major objective was to strengthen development and delivery of Extension programs in water quality, waste management and related natural resources at all levels and across all programs and academic disciplines. Models of successful ideas and programs were shared during 25 concurrent sessions. Two plenary sessions addressed several important general issues. As an incentive to implement ideas sparked by the sharing sessions, five $500 mini-grants were awarded by one sponsor, Farm Foundation. Other sponsors included Cooperative
State Research, Education and Extension Service, USDA and Southern Rural Development Center Educational tours were offered as pre-session options to the conference.

**Southern Rural Economic Development and Branch Plant/Local Firm Development Options** documents the earning differences between jobs created by locally owned and outside firms in North Carolina. The final report is in peer review and will be published by SRDC later this year. Policy recommendations as to the potential tradeoffs between continued policies of branch plant recruitment and alternative strategies will be developed. Donald Tomaskovic-Devy, North Carolina State University, is the principal investigator.

**Tech-Prep Syllabus for Rural Development in Poor Rural Communities** designed and conducted a Geographic Information System (GIS) and rural development curriculum workshop for tech-prep teachers in rural schools. The project included on-site research and development of a community based tech-prep syllabus to teach rural development application of GIS. It also included preparation of a larger, collaborative plan for on-site demonstration of a tech-prep GIS lab to extend the community based techprep syllabus to poor rural communities. On-site research and design of the syllabus are finished, and the syllabus is in review. Principal investigators are Gerald C. Wheelock, James Richardson, Remus Shade, Gete Bekele, Ron L. Williams, and Doni Gapasin, Alabama A&M University; James Edwards, Florida A&M University; and Carey Ford, Tennessee State University.

**Home-Based and Micro Businesses Resource Directory** is designed to assist professionals who work with entrepreneurs by providing information on proven programming materials developed and used by Cooperative Extension Service field faculty and specialists. The directory is divided into two major sections, Resources and Research. The directory was developed by the Home-Based and Micro Businesses Design Team as part of the Extension Communities in Economic Transition National Initiative. A staff member serves on the design team. The Center printed the directory as SRDC No. 188 and serves as the repository of copies.

**A Proposed Model for Quantifying the Impact of Home-Based Businesses on Community/State Economic Development in the Southern Region** will develop a model to measure the economic impact of home-based businesses in the Southern region at the local, community and state levels that may be used in data interpretation, trend analysis and strategy insights by decision makers for economic development and educational needs. The project will also disseminate results of the study to other Southern region states and assist in applying the model to obtain impact data. Principal investigator is Marilyn Burns, Oklahoma State University.

**State Rural Development Councils** in the Southern region are composed of state-level USDA and other agency representatives who address rural development issues. The Economic Research Service, the National Partnership Office and the four regional rural development centers have a cooperative agreement to provide for research information to inform and enhance the work of the State Rural Development Councils. The Southern Center has subcontracts with five states (Florida, Mississippi, Oklahoma, South Carolina, Texas) for assistance in providing support for implementing their strategic plans.
From time to time the Center is called upon to support activities around the region and nation that require small expenditures of resources both financial and human. The Center staff participates in key meetings support of extension and research personnel; awards small one-time grants for research, service and educational activities; publishes occasional papers for dissemination throughout the region; and performs a myriad of other rural development program activities.

- Supported the 4-State Heartland Economic Development Conference in Branson, Missouri.
- Serve on the advisory board of the Center for Cultural Diversity, Kentucky State University.
- Attended Professional Agricultural Workers Meeting, Tuskegee, Alabama; will print proceedings.
- Participated in national Program Leaders Committee meeting in Orlando, Florida.
- Participated in the Southern Association of Agricultural Scientists (SAAS) meeting, New Orleans, Louisiana.
- Supported a seminar of Southern Extension Research Activity Information Exchange Group Infrastructure (SERA-IEG-16) at SAAS in New Orleans, Louisiana.
- Participated in the meeting of the National Partnership, Gainesville, Florida.
- Serve on the program planning advisory committee of the Delta Partners Initiative sponsored by W.K. Kellogg.
- Participated in the Sustainable Agriculture and Economic Development Conference in Memphis, Tennessee.
- Served as a planning committee member of the Family Matters Conference, Jackson, Mississippi.
- Participated in annual meeting of Agriculture and Rural Development and Economic and Cultural Development committees of the Southern Legislative Conference, Council of State Governments, Tulsa, Oklahoma.
- Represented four regional rural development centers at annual National Public Policy Meeting, Kansas City, Kansas.
- Participated in and displayed four centers' materials at the Community Development Society Meeting in Fayetteville, Arkansas.
- Serve on the planning committee of the Delta Region National Resources and Economic Development Conference.
- Judged the Southern Regional Innovations Awards for the Southern Legislative Conference, Council of State Governments, Tulsa, Oklahoma.
- Participated in the annual joint staff meeting of the four regional rural development centers, Pennsylvania State University.
- Participated in Mini Land-Grant meeting in Clearwater, Florida.
- Serve as a member of the Mississippi Rural Development Council.
- Presented SRDC report to Southern Extension Directors and Administrators' Meeting.
- Participated in meeting of the Southern Growth Policies Board in Tupelo, Mississippi.
- Participated in a meeting of the Agricultural Economics Association, Mississippi State, Mississippi.
- Participated in and manned a combined regional centers' display at Rural Sociological Society Meeting, Washington, D.C.
- Printed *Southern Rural Sociology*, the official journal of the Southern Rural Sociological Association.
- Provided funds in support of Tuskegee University's 103rd Annual Farmers Conference.
Publication Efforts

A priority of the Center is information dissemination. In keeping with this priority, numerous and varied communication efforts are accomplished throughout the year.

**Capsules.** The regional newsletter, Capsules, is published 10-12 times a year. It is distributed free of charge to more than 2800 persons working in rural development and related fields such as rural sociology, education and economics. The format is designed to distribute brief and pertinent information to the interests of rural development researchers and practitioners in the Southern region. Activities of the Center, reports of Center funded projects, new literature citations and scheduled events are regularly included.

**Library.** A library of rural development materials is maintained at the Center. Books, periodicals, educational materials and slide sets are available for check-out and use. All historical Center documents are maintained and available for photocopying when the original supply is exhausted. The library provides a focused resource for extension and research personnel as an expansion of the efforts of the Center to share and disseminate rural development information.

**Conference Materials.** Conference materials, including pre-conference brochures, name tags, banquet tickets, registration folders, press kits, programs and proceedings, are prepared and printed in-house. The frequent use of workshops and conferences as an integral part of the Center's information sharing makes this an important service to the Southern region.

**Impact Sheets.** A review of the four regional centers in 1991 recommended efforts to achieve greater visibility for the accomplishments of the centers. In response to this recommendation, the Southern Rural Development Center has printed five impact sheets detailing success stories that resulted from funded projects. The completed impact sheets are "Waste Management," "Property Tax Appraisal," "Economic Development," "Human Capital Development" and "Entrepreneurial and Technical Skill Development." Additional impact sheets are being developed.

**Publication Series.** SRDC publications printed and distributed by Center staff October 1, 1994 to September 30, 1995 include the following.

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STATES, INSTITUTIONS SERVED BY SOUTHERN RURAL DEVELOPMENT CENTER

Alabama
Alabama A&M University
Auburn University
Tuskegee University

Arkansas
University of Arkansas
University of Arkansas at Pine Bluff

Florida
Florida A&M
University of Florida

Georgia
Fort Valley State College
University of Georgia

Kentucky
Kentucky State University
University of Kentucky

Louisiana
Louisiana State University
Southern University

Mississippi
Alcorn State University
Mississippi State University

North Carolina
North Carolina State University
North Carolina A&T State University

Oklahoma
Langston University
Oklahoma State University

Puerto Rico
University of Puerto Rico

South Carolina
Clemson University
South Carolina State University

Tennessee
Tennessee State University
The University of Tennessee

Texas
Prairie View A&M University
Texas A&M University

Virgin Islands
University of the Virgin Islands

Virginia
Virginia Tech
Virginia State University
Region served by Southern Rural Development Center
The major function of the 1995 Annual Progress Report is to share information about the activities of the Center during the previous fiscal year. By design, the report is general in nature. For specific information about any of the activities, contact the Center.

Jacqueline F. Tisdale, Writer/Editor
Sandra K. Payne, Editorial Assistant

Nancy Williams, freelance writer/editor, made significant contribution to this report. H. Doss Brodnax and Bonnie P. Teater provided review/input. David Miles was the printer. October 1995.
The SRDC is one of four regional rural development centers in the nation. It coordinates cooperation between the Research (Experiment Station) and Extension (Cooperative Extension Service) staffs at land-grant institutions in the South to provide technical consultation, research, training, and evaluation services for rural development. For more information about SRDC activities and publications, write to the Director.

Southern Rural Development Center  
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Mississippi State, MS 39762

Mississippi State University does not discriminate on the basis of race, color, religion, national origin, sex, age, handicap/disability, or veteran status.

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