FOREWORD

Ten years ago researchers and educators hoped that the mass exodus to the cities from the rural areas could at least be slowed if not controlled by intensive community development efforts. To the surprise of most people, the human tide not only slowed but turned as recent census statistics revealed an increased preference for rural living.

In its seventh year of operation, the Southern Rural Development Center shared with other agencies and organizations the satisfaction of knowing that rural America is showing signs of revitalization and an improved quality of life. This Annual Progress Report briefly outlines the contributions the center has made to these revitalization efforts through support of rural development programs and research at land-grant institutions throughout the South.

Data showing progress in our rural areas also reveal that "packets of poverty" remain and that certain groups of people--including minorities, the elderly and migrant workers--continue to be poorer and more disadvantaged than other rural people. Realizing the needs that do exist, the center offers this report not only as a record of accomplishments but as a foundation on which to build a future program to serve those most in need of assistance.

[Signature]
William M. Turner
Director
Southern Rural Development Center
November 1980
ANNUAL PROGRESS REPORT 1980

SOUTHERN RURAL DEVELOPMENT CENTER

A Report to the
Board of Directors
State Experiment Stations
State Extension Services
U. S. Department of Agriculture

Alabama
Arkansas
Florida
Georgia
Kentucky
Louisiana
Mississippi
North Carolina
Oklahoma
Puerto Rico
South Carolina
Tennessee
Texas
Virginia

W. M. BOST, CHAIRMAN
Board of Directors

WILLIAM W. LINDER
Director

WILLIAM C. BOYKIN
Associate Director

Jay P. Chance
Assistant Director
TABLE OF CONTENTS

Background .................................................. 1
Functional Networks ........................................ 2
Research Projects .......................................... 4
Training for Rural Development .......................... 5
Agricultural Lands Study ................................. 6
Information Dissemination ................................ 6
Regional Workshops ....................................... 7
Liaison with Regional Agencies and Organizations .... 9
Annual Evaluation ......................................... 11
SRDC Staff .................................................. 11
Administration ............................................ 11
BACKGROUND

Since 1974 the Southern Rural Development Center has provided support staff for capacity building and innovative programming for the extension services and experiment stations of 28 land-grant universities in 13 Southern states and Puerto Rico. As one of four regional rural development centers in the nation, the SRDC focuses specifically on the rural problems of the Southern region and receives funding through Title V of the Rural Development Act of 1972 and Public Law 89-106 (Science and Education Administration – Cooperative Research). Alcorn State University and Mississippi State University provide vital support as co-sponsors of the regional center.

Recording and disseminating what is taking place and what is being established in rural development throughout the region is one of the priorities of the center. One way this task is accomplished is through a constant publishing effort to provide educators and researchers with up-to-date information relevant to the problems of the rural Southerner.

The center has been instrumental in increasing extension-research communication and joint programming by bringing experts across state lines and from various disciplines to focus on problems common to the 13 Southern states and Puerto Rico. Region-wide workshops allow each state to share success stories, methods and strategies with other states looking for a solution to the same or similar rural problems.

The SRDC constantly explores opportunities to utilize the work and experience of all agencies and organizations involved in rural development projects. The staff averages 18 major contacts annually to fulfill this commitment. Perhaps the most effective program thrust, however, has been the SRDC effort to establish regional cooperation in synthesizing and disseminating research knowledge about pressing rural development needs. The funding and operation of these efforts have developed through a special emphasis referred to as "functional networks." Through these networks (i.e., small farm operations, health care, industrialization), teams of researchers and educators from several universities concentrate on one pressing problem facing the rural South.
The Southern Rural Development Center is best described as one facilitating funnel through which the most effective rural programs of each state are passed to neighboring states. Where the funnel starts, stops and winds in between is the focus of this report.

With primary support from Cooperative States Research Service Special Funds (PL89-106) and support of Title V staff and funds, the center was able to capitalize on the knowledge and work of many professionals in the region who have much to contribute to rural development programs. This was accomplished by funding a unique emphasis designed by the SRDC and called "functional networks." A functional network is designed to lead a group of cooperating professionals in pooling research expertise in a specific problem area.

Functional—means practical, useful, accountable. Network—means cooperation, linkage, communication.

These are precisely the guide words for the SRDC functional networks. In the seven-year history of the SRDC, fourteen networks have been authorized to give particular attention to one area or sub-area of rural development. Nine of those networks (citizen participation, evaluation, small farms, industrialization, health care, educational needs, transfer payments, solid waste and housing) have been completed with a tenth network (land use) nearing completion.

The Land Use Issues Network was delayed when Dr. Burl F. Long, center associate in charge of the project, left the Department of Agricultural Economics at Virginia Polytechnic Institute and State University. In spite of this delay, the network completed and published the land use synthesis during 1980. The final network requirement—an annotated bibliography—was submitted to the center by VPI in August and is being edited.

The Health Care Network headed by center associate Dr. David Mustian of North Carolina State University completed its work in 1980 with a workshop and publication of both an annotated bibliography and a synthesis paper. Stressing health care services provided by local governments, the June workshop brought together research and extension personnel from every Southern state.

Among the four SRDC functional networks now in progress is a financial management project designed to study the effect of taxation and financial management policies on the delivery of community services in rural areas. Directed by SRDC Research Associate Pam Rodgers, the Financial Management Network will identify innovative
approaches to taxation and financial management used by local governments in the South and highlight important approaches tested in a number of communities. The network mailed 1,500 questionnaires to a sample of city and county officials taken at random in the Southern states. The questionnaire focuses on the many areas of financial management (from cash management, debt management, and records management to program budgeting, insurance pooling, and grants administration). The study emphasizes the needs of Southern communities for financial management assistance and the variety of techniques currently being used to improve local policy making. In addition, bibliographic research on taxation and financial management will result in a bibliography and synthesis of relevant information. The network will disseminate its findings through conferences, research papers, journal articles, and short information sheets written to assist extension staff and local officials.

The SRDC chose Dr. Gerald Doeksom, an economist with the Oklahoma Agricultural Experiment Station at Oklahoma State University, as the center associate for its twelfth network. Since more local government officials are turning to computers as a means of providing efficient and expedient services to area residents, this network will combine extension personnel at Oklahoma State University and Mississippi State University in a cooperative effort to improve the transfer of computer technology. The project team of Doeksom and Dr. Charlie Burns from OSU and Ms. Mary Ball from the Center for Governmental Technology, MSU Cooperative Extension Service, has selected Woodward and Washington Counties in Oklahoma and Yazoo County in Mississippi as pilot counties for the development and testing of a working model for transfer of computer technology to county officials. With the assistance of John Scoggins from the University of Georgia, the project team will evaluate county computer needs, assist community leaders in preparing a request for proposal, assist community leaders in evaluating vendor proposals, help leaders write the contract, and oversee implementation of the county computer project. Upon completion of the project, the network team will prepare (1) an annotated bibliography and synthesis of computer studies related to county and community governments and (2) a research report which illustrates how computer technology can be transferred to other counties and discusses the experiences of the pilot counties.

Dr. Carlton R. Sollie, professor of rural sociology at Mississippi State University, is serving as center associate for a functional network designed to develop and test an innovative model for providing operational research to community decision makers and other users.
The SRDC recognizes that community decision makers face an array of alternatives as they plan and implement programs which affect the quality of life in rural communities. Land-grant institutions are uniquely qualified to provide significant input into this decision-making process and yet there does not appear to be a well developed and successful pattern of university research utilization by community leaders. One problem appears to be the "lag time" between data collection and reporting of results. Decision makers are simply unwilling to wait 12 to 24 months for answers, and they are prone to proceed with their planning and program implementation without the benefit of empirical data bases.

After completing an annotated bibliography of publications pertaining to operations research and knowledge transfer, Dr. Sollie began an extensive examination of knowledge transfer models. He participated in conferences with top-level university administrators, city government officials and functional network members to discuss the service role of universities. These activities resulted in the preparation of the first draft of a state-of-the-art paper on knowledge transfer along with three additional brief papers of a more theoretical nature. These three brief papers represent an attempt to codify ideas about the university as a service-providing institution. The state-of-the-art paper is being reviewed and will be revised soon for final draft. Additional work is underway on a "social mapping" procedure that will be included in the state-of-the-art paper. The procedure is a general method for assessing "how" a university (or universities) relates to its client systems. This procedure eventually will be pilot-tested at a single university.

Funds were approved in 1980 to establish a fourteenth network to assess perceived research needs in rural development for the 1980's. This needs assessment will be conducted and circulated to the research community in the Southern region and will result in a bibliography and synthesis of the state-of-the-art regarding research findings in the area of community services and facilities in rural areas.

During 1980 the center completed a study of various ways in which the process of universities responding to community needs for research information could be expedited. To disseminate the findings from this project, the center published three documents. The first of this series, Regional Perspectives in Rural Development, was published in 1979. The second publication, a special issue of the SRDC quarterly magazine, was published last fall and contains nine articles prepared by various university personnel involved in production and dissemination of research information useful to local decision makers. The final
publication, a research report entitled "Models for Providing Operational Research to Community Decision Makers," examines a number of mechanisms designed to bring university resources together with local officials to solve immediate and long-term problems. Prepared by SRDC Director William W. Linder and Research Associate Pamela H. Rodgers, the report provides case studies of three current models of university/local collaboration: the Local Government Specialist Model patterned after the Community Development Specialist approach at Pennsylvania State University, the Circuit Rider Model being tested by the Community Technology Incentives Program (CTIP) circuit rider, and the Local Government Training Specialist Model practiced by the Cooperative Extension Service's Center for Governmental Technology at Mississippi State University. This project was aided by the employment of Jacquelyn Richey through the Southern Economic Development Intern Program funded jointly by the SRDC and the Southern Regional Economic Development Administration.

Under the PL 89-106 Project and with the help of special funds from SEA-Extension Service, the SRDC continued to underwrite about 50 per cent of the expenses of a circuit-rider for the Community Technology Initiatives Program (CTIP) to test one of the models being developed. Public Technology Incorporated (PTI) provides program management for CTIP, which has seven circuit-riders. PTI is a national research and development effort for local and state governments that acts as the CTIP secretariat and provides program management. Gary Holland, who fills this circuit-rider position, is located in Stillwater, Oklahoma, but serves in addition to Stillwater the cities of Bryan, Texas; Clayton, Missouri; and Ottawa, Kansas. This project is designed to demonstrate the "linking" capacity of the USDA-Extension/Research network with the PTI initiative involving the Federal laboratories and the National Science Foundation.

The SRDC has continued to disseminate the rural development training packet introduced in 1978 as a "do-it-yourself" approach to rural development. Answering requests from as far as Thailand, the center has nearly 100 of the original 500 packets left after an enthusiastic reception to the packet necessitated a second printing. The text from the packet was used last summer in the annual conference for Future Farmers of America in Washington, D.C. In addition, Virginia Polytechnic Institute and State University uses the training curriculum materials to conduct rural leaders' schools in the state. In a paper presented to a national meeting of the Cooperative Extension Service, Marilyn Grantham of the VPI Center for Volunteer Development described the use of the training packet
in rural leadership schools as "almost entirely a positive experience." She reported that the schools generally enabled the development of new cross-sectional leadership groups in the localities where they occurred and provided a much-needed link between the research and extension educational phases of Virginia's Title V Rural Development Program. Illinois Extension Service staff members also complimented the packet as "some of the best training materials we have ever seen." In addition to offering the complete training packet, the SRDC provides instructor and student manuals to replenish packets already purchased.

**AGRICULTURAL LANDS STUDY**

Concern for the future of our farmland became a national concern in 1979 when the USDA combined with eleven Federal agencies, state and local governments and public interest groups to conduct the National Agricultural Lands Study. The Southern Rural Development Center was given the task of coordinating four public workshops throughout the Southeastern United States to examine the extent and causes of land conversion to other uses and the various ways it might be retained for agriculture. Nearly 400 persons representing such groups as small farmers, commercial farmers, realtors, recreationists, home builders, mining industries, government officials and others attended workshops held in four locations: Tallahassee, Florida; Irving, Texas; Burlington, North Carolina; and Memphis, Tennessee. In addition to the four workshops, the SRDC prepared six case studies from throughout the Southeast citing the loss of agricultural land and the circumstances involved. The proceedings from the workshops were printed in four separate publications and distributed to workshop participants, USDA officials and other interested persons. These proceedings were summarized and combined with the case studies to form the content of a feature issue of the SRDC quarterly magazine.

**INFORMATION DISSEMINATION**

To accomplish its goal of recording what is taking place and what is being established in rural development throughout the region, the center has published 38 publications which have been disseminated to more than 17,000 educators and researchers across the South. Although the publication series contains 38 titles, only the following were published during the past year:

- #34. Annual Progress Report 1979
- #35. Agricultural Lands: A Southern Perspective - Reprint of a 36-page paper presented by Dr. Merle C. Prunty of the University of Georgia at four Agricultural Lands Study workshops in the South.
- #36. Proceedings of the Southern Regional Public Policy Education Workshop
In addition to the publication series, the center published proceedings for each of the four Agricultural Lands Study workshops conducted in the South as part of the USDA National Agricultural Lands Study. The SRDC also published two synthesis papers and two bibliographies developed by three of the functional networks. These are noted on pages 2, 3 and 4 of this report.

The SRDC magazine, Rural Development Research and Education, focuses on successful rural development programs and research efforts and is distributed to about 2,000 researchers and educators. After publication of the winter issue, the editor resigned to accept an editorial position in another city. A new editor was hired in May and assumed the editorial duties of completing the Agricultural Lands Study documents. As a result of this change in personnel, magazine publication efforts were temporarily interrupted but resumed in September when the findings of the lands study workshops and the six case studies became the basis for a feature issue of the fall magazine.

Title V of the Rural Development Act authorizes extension-research communication, dialogue and joint programming. The SRDC continually brings experts across state lines and from various disciplines to focus on problems common to the region.

Extension personnel have long pondered their role in Public Policy Education, and in April the SRDC in cooperation with the Farm Foundation sponsored the Southern Regional Public Policy Workshop in Olive Branch, Mississippi. Eighty-six participants representing all extension program areas dealt with workshop topics such as the following:

Why Be Interested?
How Are Decisions Made?
What Are the Issues?

Special presentations were made by Dr. R. J. Hildreth, managing director of the Farm Foundation; Dr. William G. Lesher, staff economist with the Senate Committee on Agriculture, Nutrition and Forestry; Dr. Barry Flinchbaugh, presidential assistant from Kansas State University; and Dr. Verne House, public policy specialist from Montana State University.
The center cooperated with Pennsylvania State University and other regional centers in helping to sponsor an April evaluation workshop for national committee chairmen of the National Association of County Agricultural Agents. Workshop instructors emphasized evaluation procedures and helped participants develop an evaluation strategy for various professional improvement programs.

Another example of SRDC efforts to bring extension and research personnel across state lines to focus on a common regional problem was the "Budgeting for Community Services: Health Care and Related Needs" workshop at Mississippi State University last June. As one of the final functions of the Health Care Network directed by Dr. David Mustian of North Carolina State University, the workshop stressed health care services provided by local governments. The program was designed to give one extension worker and one research specialist from each state "hands on" experience with developing a computerized budget system to assist local leaders in predicting the cost of providing health clinics, ambulance services and other vital community services. In addition to demonstrating the use of cost budgets, the workshop provided each extension specialist and researcher with a means of aiding local communities in determining point-of-origin location and cost efficiency routing systems for ambulances and other community services (i.e., school buses, garbage trucks).

As part of the SRDC involvement in the National Agricultural Lands Study, the center sponsored four regional workshops attended by nearly 400 persons. The workshops, which are discussed on page 6, allowed participants to express their thoughts about agricultural land availability and to work together in analyzing the most significant problems.

More than 130 persons attended the Tuskegee Institute Conference on Rural Development in September. The conference was jointly sponsored by the SRDC, the Farm Foundation and the Tuskegee Institute Division of Behavioral Science Research. Stressing implications for research, service and community development, the conference focused on the problems of rural black women, black elderly, black children and black return migrants.

The SRDC also worked cooperatively with the University of Texas, Prairie View A&M University and Texas A&M University in planning an upcoming Conference on Rural Development and Predominantly Black Institutions. The conference is designed to bring together community and organizational leaders from predominantly black
educational institutions to discuss and exchange ideas about how these institutions can enhance community efforts already underway. Participants will include three lay leaders from 17 states in the South and Southwest, representatives from 1890 land-grant institutions and representatives from public and private organizations.

The Southern Rural Development Center constantly explores ways to utilize the work and experience of all agencies and organizations involved in rural development. Contacts made during the past year include the following:

Oct. 4 A Chautauqua in Mississippi, "Technological Innovation and the Small Town," Starkville, MS

Oct. 31-Nov. 2 Sponsored public participation workshops dealing with the National
Nov. 7-9 Agricultural Lands Study, Memphis, TN:
Nov. 12-14 Dallas, TX; Burlington, NC; and Tallahassee, FL
Dec. 5-7

Nov. 1-2 Attended Southern Political Science Association Meeting, Gatlinburg, TN

Nov. 24-29 National Association of Land Grant Universities, Washington, DC

Nov. 27 Meeting of Agricultural Libraries of the Nation

Jan. 8-11 Met with Extension Specialists and Rural Sociologists to prepare Title V case study at Pennsylvania State University, State College, PA

Jan. 23-25 Meeting with Oklahoma State University, Arkansas and Mississippi officials regarding computer applications and the SRDC input, Kansas City

Feb. 3-6 Southern Association of Agricultural Scientists Meeting, Hot Springs, AR

Feb. 4-7 USDA Workshop on Rural Development, Land Use and Small Farms, Richmond, VA

March 3-6 Meeting with Leon Danielson and David Mustian of North Carolina State University on Land Use and Health Care, Raleigh, NC

March 4 Meeting at which time the Rural Development initiatives were introduced, Columbus, MS
March 12 Met with Ray Sollie concerning development and testing of an innovative model for providing operational research for community decision makers, Mississippi State University

March 16-21 Participate in annual meeting of Public Technology, Inc., with special emphasis on CTIP program. Also meeting with Dr. Spory, Grants Administrator and other Washington contacts

March 30-April 1 Sponsored Public Policy Workshop, Olive Branch, MS

May 5-9 Meeting in Stillwater, OK, regarding Doeksen proposal as well as discussions with CTIP Circuit Rider

May 30 Meeting in Atlanta with regional coordinators of University Public Service Organizations concerned with dissemination of information to local decision makers

June 2-4 Sponsored workshop on Budgeting for Community Services: Health Care and Related Needs, Mississippi State University

June 22-25 Southern CRD Annual Meeting, Williamsburg, VA

Aug. 7-8 Southern Experiment Station Directors, Experiment, GA

Aug. 29 Meeting with John Hayman of the Rural Education Center, Auburn University

Sept. 7-9 Attended HUD Conference on Local Financial Management, Baltimore, MD

Sept. 10-12 Meeting with staff from Municipal Finance Officers Association, HUD, and others in Washington, DC

Sept. 18-19 Meeting with other regional center directors and representatives from Washington; Denver, CO

Sept. 21-23 Jointly sponsored Conference on Rural Development, Tuskegee Institute, AL

Sept. 22-23 Meeting with Dr. Russ Youmans, Director, Western Rural Development Center
Sept. 24-25  Meeting with National Science Foundation, Seattle, WA

ANNUAL EVALUATION
The evaluation of the plan for the SRDC is a regular item on the work schedule of the staff. Nineteen goals for 1980 were approved by the Board of Directors and published in SRDC Plan of Work: Southern States Title V Programs 1980. Accomplishments towards these goals constitute the guidelines for evaluations of work being done. The findings in this annual progress report are based upon this evaluation.

SRDC STAFF
Staff members for the regional center during 1980 included the following:

1. William W. Linder, Director
2. William C. Boykin, Associate Director (Part-time)
3. Jay P. Chance, Assistant Director
4. Steven D. Hunt, Editor (resigned in March)
   Sue H. Jones, Editor (hired in May to replace Steve Hunt)
5. Pamela H. Rodgers, Research Associate
6. Mary T. Burkett, Secretary
7. Bonnie P. Teaer, Secretary
8. Jewel Crawford, Secretary (Part-time)
9. Betty Hoover, Secretary
10. David Miles, Printer (Part-time)
11. Jacquelyn Richey, Student Intern (Part-time)

The center also uses many other faculty throughout the region on research and extension projects on a contributed-time basis. A close review of this report indicates the use of their expertise.

Dr. William Boykin of Alcorn State University served for six years as associate director of the center, linking the 1890 institution with Mississippi State University as co-sponsors of the regional center. Dr. Boykin's association with the SRDC ended September 30 after his retirement from Alcorn State. The center also accepted the resignation of Assistant Director Jay Chance, who resigned September 30 to become vice president of California Baptist College. He had served the SRDC for five years as both a program analyst and assistant director. Mrs. Betty Hoover, an office secretary, also resigned prior to moving to North Carolina, and Jacquelyn Richey concluded her student internship at the end of the 1979-80 academic year. Steve Hunt, who worked for nearly two years as the SRDC editor, moved to Jackson in March to assume editorial duties with the Mississippi Association of Supervisors.

ADMINISTRATION
The center is directed by a Board of Directors which includes four extension directors, four experiment station directors and a representative from the private
sector within the Southern region (elected by the board members). Those comprising the Board of Directors are the following:

Dr. W. M. Bost, Chairman
Directer
Cooperative Extension Service
Mississippi State University
Mississippi State, MS 39762

Dr. D. M. Briggs
Assistant Director
Agricultural Experiment Station
University of Arkansas
Fayetteville, AR 27201

Dr. Rodney Foil
Director
Mississippi Agricultural and Forestry Experiment Station
Mississippi State, MS 39762

Dr. B. D. Mayberry
Dean
School of Applied Sciences
Tuskegee Institute
Tuskegee Institute, AL 36088

Dr. Daniel Pfannstiel
Director
Cooperative Extension Service
Texas A&M University
College Station, TX 77843

Dr. A. W. Snell
Agricultural Experiment Station
104 Barre Hall
Clemson University
Clemson, SC 29631

Dr. James L. Dawson
Associate Dean for Extension
Alabama A&M University
P. O. Box 53
Normal, AL 35762

Dr. Talmadge DuVall
Director
Cooperative Extension Service
University of Georgia
Athens, GA 30601
Mr. Robert A. Darr
President
Southeast Management Services
1136 Washington Street
Columbia, SC 29201
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. This publication is one of several published by the Center on various needs, program thrusts, and research efforts in rural development. For more information about SRDC activities and publications, write to the Director.

Southern Rural Development Center
Box 5406
Mississippi State, MS 38762

The Southern Rural Development Center is an Equal Opportunity Organization providing research, education, information, and other services only to individuals and institutions that function without regard to race, color, sex, national origin, age, or disability. SRDC is an Equal Opportunity Employer.