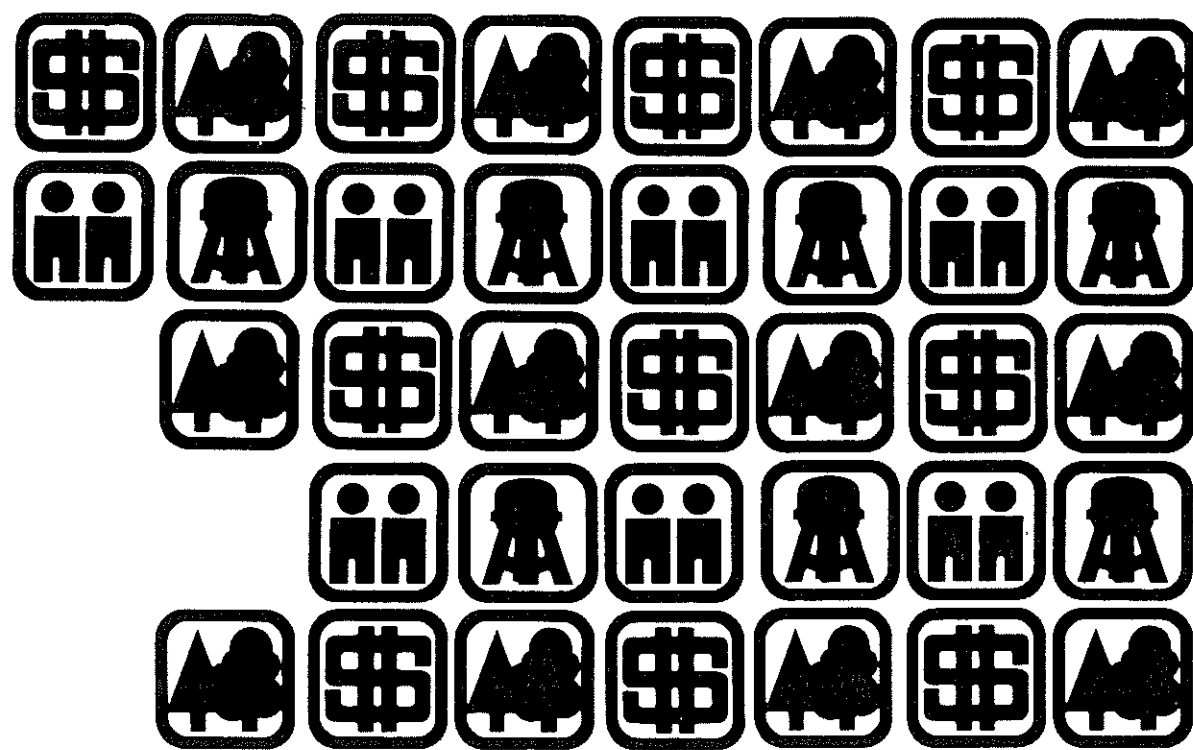


# Report To



# Southern Associations



**SOUTHERN RURAL DEVELOPMENT CENTER**  
BOX 5406 • MISSISSIPPI STATE UNIVERSITY • MISSISSIPPI STATE, MS 39762

## REPORT TO THE DIRECTORS AND ADMINISTRATORS

Southern Association of Extension Directors (1862)  
Southern Association of Experiment Station Directors (1862)  
Southern Association of Extension Administrators (1890)  
Southern Association of Research Administrators (1890)

by the

SOUTHERN RURAL DEVELOPMENT CENTER

April 1982

Since 1974 the Southern Rural Development Center has provided assistance in 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 USDA--Extension Service and Cooperative States Research Service.

Projects funded and implemented during 1981 include the following:

1. Business Management Network: Directed by Dr. Dennis U. Fisher of the Texas Agricultural Extension Service, the network has a major purpose of developing and/or sharing business management extension programming materials. A list of contact persons in each state has been identified, a proposal has been approved to develop a video-tape illustrating successful small business management education programs, and cooperative efforts have been undertaken with the North Central Business Management Interest Network.

2. Local Government Decision-Making (Growth Impact) Network: A national population shift to the Sunbelt has resulted in rapid economic growth in many parts of the Southern region. Communities experience strain in providing adequate services and facilities. Several states have used a computer impact analysis successful in providing data for local decision-makers. Nine representatives from seven Southern states met on September 30 through October 2, 1981, to assess programs now in use and plan for a regional "hands-on" training session for effective transfer of the computer models to other interested states.

3. Rural and Agricultural Crime Education Network: In the past, crime has often been thought of as a "city problem," but in the last decade the percentage increase in the total crime index for rural areas has exceeded that for urban areas by 43 percent. Dr. J. Douglas McAlister of VPI & SU chairs the network whose objectives include inventorying existing educational program materials, describing the organization of the Virginia Crime Prevention Coalition as one model for intra-organizational cooperation, and developing model workshops in the areas of vandalism and personal protection. The Vandalism Workshop was held on March 16-18, 1982, at Virginia Beach with approximately 70 individuals attending including good representation from various extension staffs of several Southern states.

4. Conference on Rural Development and the Predominately Black Institutions: The Southern Center provided partial funding for this unique effort to bring together community leaders and representatives of predominately black educational institutions. More than 160 participants from 16 states met in Houston February 19-21, 1981, to discuss how 1890 institutions can best provide educational assistance to improve the quality of life for rural residents throughout the South. In addition to serving as a funding agency, the Southern Center also made a significant contribution as one of the conference coordinators. The center director served as a member of the planning committee while the SRDC editor coordinated all printed materials for the conference. These materials included brochures, conference programs, reservation forms, hotel reservation forms, banquet tickets, nametags, note pads and conference folders. The SRDC also transcribed, edited and printed a conference proceedings while at the same time preparing an eight-page tabloid newspaper summarizing the three-day conference.

5. National Extension Local Government Workshop: The Southern Center cooperated with other organizations in providing financial assistance for this national workshop. About 90 persons from throughout the nation met May 26-27, 1981, in Kansas City, Missouri, for the workshop.

6. State Conference on Local Financial Management for County and Municipal Officials: The Southern Center provided staff assistance for this statewide Mississippi conference which drew more than 300 local officials to Jackson on March 12. Research Associate Pamela H. Rodgers, center associate for the SRDC financial management network, helped plan the Jackson conference and moderated two sessions. The Southern Center also provided publication assistance.

7. Use/Value Assessment of Agricultural Lands in the South--Policies and Problems: State legislatures throughout the South are reviewing taxing policies related to agricultural property as one means of halting the rapid decline of agricultural land. This project is identifying the policies which exist within the 13 Southern states and will design a strategy for determining the impact of these taxing policies on slowing the conversion of agricultural land to urban usage in the Southern states.

8. Rural Crime in Florida: A Victimization Study: Dr. Keith A. Carter of the University of Florida directs this project and has developed an interest network of 12 researchers from 7 Southern states. In addition, he has identified four persons with interest in extension/rural crime prevention. A questionnaire has been developed for use in 33 counties. Dr. Carter has completed an analysis of crime trends in rural Florida and presented the result at the Rural Sociology Section of the Southern Association of Agricultural Scientists.

9. Rural Studies Series: The four regional rural development centers provided support to an Advisory Committee to the editors of the Rural Studies Series book, Rural Society in the U.S.: Issues for the 1980s. Dr. Alvin Bertrand, Louisiana State University, and Dr. Gladys Bowles of the University of Georgia represented the Southern region. Dr. Bertrand wrote the Foreword. The book was edited by Dr. Don A. Dillman and Dr. Daryl J. Hobbs and was available in early 1982.

10. Community Technology Initiatives Program: Based at Oklahoma State, this project is designed to demonstrate the "linking" capacity of the USDA-Extension/Research network with Public Technology, Inc., the Federal Laboratories and the National Science Foundation. Outcomes from this project have included items such as a state-of-the-art report entitled, "Economic Assessment of Compressed Natural Gas as Vehicle Fuel," assisting the City of Stillwater with the technological application of CNG fueled vehicles for refuse trucks and police cars and providing information on the optimal location of a second fire station to Ottawa, Kansas. A draft for a publication on the use of Perma-Zyme enzymatic road stabilization material has been completed.

11. Publication and Information Dissemination: "Getting the word out" continued to be a major focus of the Southern Rural Development Center during 1981. The SRDC Publication Series contains 43 titles which were developed as specific responses to an immediate need or were developed as regular reports. The SRDC magazine, RURAL DEVELOPMENT RESEARCH AND EDUCATION, has been temporarily discontinued due to funding constraints.

A newsletter, CAPSULES, was started by the SRDC editor as a means of disseminating information in brief form. Two issues of the newsletter were distributed to more than 1800 individuals.

The Southern Center continues to receive requests for the rural development training packet introduced in 1978. Requests have come from all parts of the United States and from such foreign countries as India, Canada and Australia.

Two proceedings were developed for the Conference on Rural Development and the Predominately Black Institutions. One was an eight-page tabloid newspaper highlighting each of the conference presentations and the work group reports while the other was a regular proceedings document. Nearly 1,000 copies of the tabloid were distributed to educators, researchers and community development professionals.

The SRDC library contains more than 2,000 publications on all phases of rural development.

12. Conference on Research Needs in Rural Development and Community Services and Facilities: Eighteen researchers from 14 Southern land-grant institutions attended this research conference February 4-5 in Atlanta to discuss a rural development agenda for the 1980's. The purpose of the conference was to identify and rank in importance the research areas to be emphasized during this decade. The findings of the conference were used as a basis for designing and initiating a regionwide survey on perceptions of research needs in rural development.

13. CRD in the Eighties: The SRDC collaborated with the ECOP Community Resource Development and Public Affairs Committee, the other Regional Rural Development Centers and the Extension-CRD staff of ES-USDA in conducting a four round delphi process concerned with CRD in the 80s during February 1981. Priority # 1 resulting from these discussions was a critical evaluation of extension CRD programs to include justification for CRD programs. A critical question was "has rural change resulted because of CRD or in spite of it?" The group felt it was important to evaluate and communicate impact stories, to build support, and to have adequate financial support for CRD. The changing community (rural) context and the need for Extension to adapt its programs to serve the changing needs was emphasized. The integration of CRD research and extension programs was underscored. The objective of this effort was to start a process that discusses the CRD program area in relation to the past, present situation and the program's future. The end result was to serve as an information base and a learning experience to be shared and was not intended to be a decision-making effort. In addition to the center director, Dr. Daniel Godfrey, administrator for extension programs at North Carolina A & T University and Mr. J. B. Williams, State CRD Leader for Arkansas were the Southern regional representatives.

14. Designing Education Programs for Health Agency Boards: SRDC Research Associate Pamela H. Rodgers served on a steering committee to plan two regional workshops on "Continuing Board Education" which was sponsored by the Institute for Health Planning and the Pennsylvania State University's Cooperative Extension Service. The workshop in the Southern region was February 5-6, 1981, in New Orleans, Louisiana. The workshops were funded by the Kellogg Foundation.

15. Second Conference on the Future of Education in the Southeast: The center director, Dr. William W. Linder, participated in a panel discussion RURALISM AND EDUCATION IN THE SOUTH during this conference. The SRDC supported the conference by mailing out information and serving as a contact source for extension and research personnel.

16. Centennial Conference on Rural Development: More than 130 persons attended the Tuskegee Institute Centennial Conference on Rural Development conducted September 21-23, 1980, on the Tuskegee campus. The conference was jointly sponsored by the Tuskegee Institute Division of Behavioral Science, the Southern Rural Development Center, and the Farm Foundation. In addition to inviting Cooperative Extension Service personnel from the 1890 land-grant colleges, the conference also brought together a select group of 1890 land-grant institution researchers in the areas of nursing, home economics, continuing education, and social and behavioral sciences. 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.

17. Impact of Deregulation on Rural Banking and Credit: As deregulation takes place in the banking industry, small rural banks may experience a significant impact on their sources and uses of funds. Such an occurrence would greatly affect the availability of financial resources to rural farm and non-farm businesses, local governments and rural consumers. Dr. J. C. O. Nyankori of Clemson University is directing this effort and he has acquired computerized income and condition data supplied by the FDIC for all South Carolina banks. A mail questionnaire was used to elicit bankers' responses to the deregulation. The results of this effort will be placed into a comprehensive mathematical model designed to characterize and stimulate the impact of deregulation on rural banking and credit.

18. Development and Testing of a Working Model for Transfer of Computer Technology to County Officials: Since more local government officials are turning to computers as a means of providing efficient and expedient services to community residents, this project has combined personnel from three land-grant universities in a cooperative effort to develop and test a working model for transfer of computer technology to county officials. The project is directed by Dr. Gerald Doeksen of Oklahoma State University with team members Dr. Charlie A. Burns of Oklahoma State University, Mr. John Scoggins of the University of Georgia, Ms. Barbara Broeckelman of Oklahoma State and Ms. Mary C. Ball of Mississippi State University. Project outcomes will include an annotated bibliography and synthesis paper of computer studies related to local governments and a guidebook illustrating how computer technology can be transferred to other county officials through the use of the model developed and tested in the pilot counties.

19. University Knowledge/Technology Transfer and Public Decision-Making: This project was initiated in 1978 and was designed to develop and test an innovative model for providing operational research to community decision-makers and other users. Directed by Dr. Carlton R. Sollie of Mississippi State University, the project produced an annotated bibliography in 1980 pertaining to operations research and knowledge transfer. A synthesis and state-of-the-art report overviewing issues and problems associated with university involvement in public sector activities and knowledge transfer and two case histories of university-client system interaction have been published. A panel discussion on the topic was conducted at the 1982 meeting of the Rural Sociology Section of the Southern Association of Agricultural Scientists.

20. Estimating the Effects of Community Resource Development Upon County Quality of Life: Evaluation becomes particularly important in an environment of austerity and accountability when public investments of any kind must be justified. This project, under the direction of Dr. Donald E. Voth of the University of Arkansas, is designing measures of county quality of life which are susceptible to change by Extension CRD efforts and which can be collected on a county-by-county basis to estimate the efforts that CRD inputs have had upon the county quality of life over time.

21. The Effects of Taxation and Financial Management Policies on the Delivery of Community Services in Rural Areas of the State: Taxing and financial management have become critical issues for rural governments faced with high interest rates, inflation and an increased demand for delivery of community services in rural areas. Directed by SRDC Research Associate Pamela H. Rodgers, the project mailed 1500 questionnaires to a sample of city and county officials taken at random from throughout the Southern states. The results of the study were included in a paper entitled, "The Southern States' Tax Policies: The Current Position of Southern State Governments Awaiting the Impact of the Reagan Budget Cuts." This paper was presented to the Southeast Regional Conference of the American Society of Public Administration held in Jackson, Mississippi, on October 4, 1981. An additional paper, "State and Local Governments in Fiscal Crisis: A Comparison of Mississippi and the Southern States," has been prepared and was published in the Mississippi Supervisor magazine, January 1982. A final outcome of the project will be a publication summarizing the state of Southern financial management in 1980-81 and providing recommendations for extension programs to assist local governments in financial management. More than 500 financial management publications have been reviewed and annotations prepared for inclusion in a financial management bibliography to serve as a resource document.

22. The Development of a Southern Regional Research Data Base: The Public Use Sample as a Model for Action: A two-day conference is being conducted in Washington, D. C., to examine the public use sample of the census bureau as a model for action in the development of one regional research data base. The conference is designed to enhance the knowledge, understanding and use of the public use sample for rural development research. Specific attention will be given to issues in the study of rural labor in the South to include current research at ERS on rural labor, labor markets and industrialization. Dr. William W. Falk of Louisiana State University is the workshop coordinator.

23. Research Needs and Synthesis in Rural Development: Five hundred and seventy-nine questionnaires were sent to researchers, extension personnel and others asking them to list five to ten items they considered to be high-priority. The top five categories listed for priority research attention were: impact of growth and development on the demand for and cost of services; water resources, impact of energy shortages and inflation, health care, and preservation of farmland. The findings were presented in a paper, "The Ecstasy and the Agony of Rural Development" by the center director at the 1981 Rural Sociological Society meeting.

24. Dimensions of Regional Community Water Policy: Dr. Roy Carriker of the University of Florida is directing the SRDC effort to develop an annotated bibliography of selected literature on dimensions of regional and community water policy issues in the Southern region. This project will provide a systematic search of the literature published in the past five years in four general subtopical areas and will provide the basis for educational efforts.

25. Impact of Population and Economic Growth on the Demand for and Costs of Public Education in Rural America: Dr. Brady J. Deaton of Virginia Polytechnic Institute and State University is directing this SRDC project to provide an annotated bibliography and synthesis regarding the determinants of and attempts to model the supply and demand of primary and secondary public education in rural areas of the United States. Based on a review of literature, the researchers have developed an outline for the synthesis highlighting three major issue areas: community demand, education supply, and alternative financing and its affect on local supply and demand.

26. The Impact of Conditions in the Municipal Bond Market on Community Services and Facilities: Federal Budget cuts and an unstable municipal bond market threaten to cut off two of the most important sources of funding used by local governments for development of essential community services and facilities. A bibliography and synthesis of the collected data regarding unstable conditions in the municipal bond market and the subsequent impact on community services and facilities will provide a valuable insight for local decision-makers in their efforts to allocate the resources that are available. A discussion paper entitled, "Bond Market Access" was presented to a pre-conference workshop held prior to the American Society of Public Administration Southeast Regional Conference in Jackson, Mississippi, October 3, 1981.

27. Rural Transportation--Roads and Bridges: An adequate transportation system is one of the community services which is essential for the economic and social well being of the rural population. Many of the rural roads in existence today were built in the early 1900's and about 70 percent of today's rural bridges are estimated to have been built before 1935. Legislators and local officials are asking for information and decision-making tools to help determine priorities for replacement, repair or abandonment of roads and bridges. A research seminar on Rural Roads and Bridges was held in cooperation with the Southern Legislative Reseach Conference in Nashville, Tennessee, on November 19-20, 1981.



28. Workshops: Upcoming personnel development activities for extension and research personnel throughout the region include the following planned activities:

<u>Date</u>	<u>Workshop</u>	<u>Location</u>
April 1-2, 1982	Development of a Southern Regional Data Base: The Public Use Sample as a Model for Action, U. S. Census Bureau and USDA, Dr. William W. Falk, Louisiana State University, Workshop Coordinator	Washington, DC
May 24-26, 1982	Impact Analysis Workshop on Forecasting for Growth Management, Dr. David Debertin, University of Kentucky, Workshop Coordinator	Lexington, KY
May 27-28, 1982	Roundtable Discussion of Research Needs, Priorities, Solutions in the Tennessee-Tombigbee Waterway Corridor, Dr. William W. Linder, SRDC and Dr. Larry Luton, Stennis Institute at MSU, Workshop Coordinators	Mississippi State, MS
June 7-8, 1982	Emerging Issues in Water Management and Policy, Joint Meeting in the Southern Natural Resources Economics Committee and the Southern Extension Public Affairs Committee, Dr. Sandra S. Batie, Virginia Polytechnic Institute and State University, Workshop Coordinator	Blacksburg, VA
September, 1982	Rural Crime Seminar: Personal Protection, Dr. Douglas McAlister, Virginia Polytechnic Institute and State University, Workshop Coordinator	Springfield, VA

Fall or Winter 1982	Regional Workshop for Recreation Specialists	Atlanta, GA (Tentative)
Fall or Winter 1982	Regional Workshop on Utili- zation of Manpower Materials developed by ECOP	Atlanta, GA Memphis, TN (Tentative)
Fall 1982	Regional Water Policy Confer- ence for Decision-Makers, jointly sponsored by Southern Natural Resource Economics Committee, the Southern Extension Public Affairs Committee, and the Southern Community Develop- ment Committee, Dr. Carl Farler, University of Arkansas, Workshop Coordinator	Memphis, TN (Tentative)
To Be Determined	Workshops on Electronic Technology in Extension and Research	

29. SRDC Staff: Staff members for the regional center during 1981 include the following:

Dr. William W. Linder, Director  
 Dr. Jerome L. Burton, Associate Director  
 Pamela H. Rodgers, Research Associate  
 Gerry H. Williams, Research Analyst  
 Dr. Charles J. D. Tillman, Rural Development  
 Specialist  
 Sue H. Jones, Editor  
 Bonnie P. Teater, Secretary  
 Sheila Buckner, Secretary  
 David Miles, Printer

The Center collaborates with 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.

30. 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). Each board member is appointed for a three-year term. Those comprising the Board of Directors are:

Dr. D. M. Briggs  
Assistant Director  
Agricultural Experiment Station  
University of Arkansas  
Fayetteville, AR 72701

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

Mr. William H. Cranford  
Director, Agricultural Development  
Central Power and Light Company  
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Dr. B. D. Mayberry  
Dean  
School of Applied Sciences  
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Tuskegee Institute, AL 36088

Dr. James I. Dawson  
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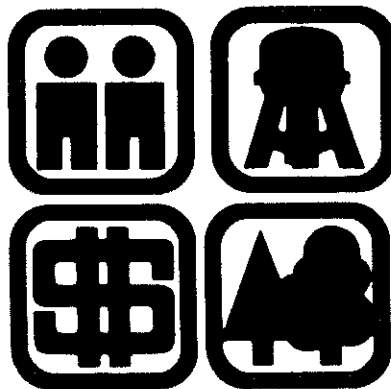
Dr. Daniel Pfannstiel  
Director  
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Texas A&M University  
College Station, TX 77843

Dr. Talmadge DuVall  
Director  
Cooperative Extension Service  
University of Georgia  
Athens, GA 30601

Dr. A. W. Snell  
Associate Director  
Agricultural Experiment Station  
Clemson University  
Clemson, SC 29631

Dr. Michael Sprott  
Director  
Cooperative Extension Service  
Auburn University  
Auburn, AL 36830

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  
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Mississippi State, MS 39762**

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

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