Current staff members of the regional center include the following:

- H. Doss Brodnax, Director
- Jerome L. Burton, Associate Director
- Jacqueline F. Tisdale, Writer/Editor
- Bonnie Teater, Assistant to the Director
- Sandra Markley, Administrative Secretary
- David Miles, Printer (Part-time)
1990 Annual Progress Report

OVERVIEW

The Southern Rural Development Center (SRDC) is one of four regional rural development centers coordinating and supporting rural development research and educational activities throughout the United States. While located on the campus of Mississippi State University (MSU), SRDC is jointly sponsored by Alcorn State University and MSU. Other regional centers are located at Iowa State University, Oregon State University and Pennsylvania State University.

The Southern Center focuses specifically on addressing rural problems of the region and supports the community development efforts of the 29 land-grant institutions in 13 Southern states, Puerto Rico and the Virgin Islands.

The SRDC receives funding through the U.S. Department of Agriculture Extension Service and Cooperative State Research Service.

Established in 1974, the Center exists primarily to provide the best possible information and assistance to extension and research staffs as they respond to rural development needs in local communities in the South. Extension and research projects, conferences, publications and professional staff activities coordinated through the SRDC facilitate an on-going rural development effort.

More specifically, the Center:

- Provides a central point for regional information gathering, interpretation, analysis and dissemination.

- Communicates research findings and successful extension programming ideas through conferences, workshops, seminars and publications.

- Serves as a linking mechanism for improved communication between states in the Southern region.

- Facilitates interaction between research and extension personnel.

- Provides funding for development of programming ideas with widespread regional application.

- Provides seed money funding for rural development research projects addressing priority issues in the region.
Effective regional participation is a critical factor in the success of the Southern Rural Development Center. The organizational structure was designed to permit active involvement of the states in program determination.

A nine-member board of directors oversees the operation of the Center; each member serving a three-year term. Membership includes three 1862 Extension Service representatives, one 1890 Extension Service representative, three 1862 Experiment Station representatives, one 1890 Experiment Station representative and one person representing the private sector. In addition, ex-officio representatives from Extension Service-USDA, Cooperative State Research Service-USDA, Economic Research Service-USDA and Farm Foundation serve as advisory members.

T. Roy Bogle serves as the 1989-1990 board chair with Charles Laughlin as vice chair. Members include the following:

**EXTENSION MEMBERS**

- T. Roy Bogle  
  Oklahoma State University

- Lawrence Carter  
  Florida A&M University

- D. S. Padda  
  University of the Virgin Islands

- Hiram D. Palmertree  
  Mississippi State University

**RESEARCH MEMBERS**

- Leon G. Chavous  
  South Carolina State College

- Verner G. Hurt  
  Mississippi State University

- Charles Laughlin  
  University of Georgia

- Jacqueline Voss  
  University of North Carolina-Greensboro

**PRIVATE SECTOR MEMBER**

- James M. Bouler  
  Vanity Fair, Monroeville, Alabama

**ADVISORY MEMBERS**

- John Vance  
  Extension Service-USDA

- Richard G. Stuby  
  Cooperative State Research Service-USDA

- Patrick J. Sullivan  
  Economic Research Service-USDA

- R. J. Hildreth  
  Farm Foundation
Each participating land-grant university appoints an Institutional Rural Development Program Advisory Committee to review the work of the Center and make suggestions regarding how the Center’s program of work can be more supportive and responsive to the individual institutions and their plans of work. Each committee elects a chairperson who serves as a member of the Southern Regional Rural Development Program Advisory Committee. Currently 23 institutions are represented on the advisory committee which makes recommendations to the board of directors.

The SRDC continually seeks advice and guidance in determining program needs, program direction and program implementation from rural development professional groups such as the Southern Community Development Committee, the 1890 Community Resource Development Committee, the Southern Natural Resource Economics Committee, the Southern Extension Public Affairs Committee and The Southern Rural Sociology Committee.

EXTENSION AND RESEARCH PROJECTS

The Center funds and provides support to teams of researchers and educators in an effort to provide solutions to pressing rural problems. Through its involvement in projects that address issues on economic development, human capital, education, rural and community leadership, and environmental and natural resources, the Center encourages regional cooperation in conducting multidisciplinary research, extension and educational programs.

To encourage regional rural development research and extension projects, the Center provides seed money for a limited number of projects. Emphasis is placed on the specific issues identified by the Southern Regional Rural Development Program Advisory Committee and each must have a regional focus. Work has begun on projects funded during 1989-1990. Included are the following:

- **Extension of the SRDC Task Force on Alternatives to Financing Infrastructure in Rural Communities in the South**, task force members;

- **Extension of the SRDC Task Force on Strategies for Job Retention and Creation in Rural Communities in the South**, task force members;

- **Task Force on Rural Health Services**, task force members;

- **Improving Rural Tourism Extension and Research in the South: A Task Force to Inventory and Assess Current Programs**, Richard Perdue/Larry Gutske/Thomas Wells, North Carolina State University;

- **Participation of Rural Households in Small Business Employment and Income**, David Kraybill, University of Georgia;

- **Potential for and Impacts of Foreign Direct Investment in the Nonmetro Southeast**, David Barkley, Clemson University;
Rural Economic Development for Community Self Reliance, James Edwards, Florida A&M; Ron Williams, Alabama A&M University;

Status of Education in the Rural South, David Mulkey, University of Florida;

Initiation of Strategic Planning for the Southern Region Family Community Leadership Program, Lynn White, Texas A&M University.

Work continues on the following projects that were funded during the 1988-1989 year:

Extension Tools for Planning Rural Community Infrastructure, Gerald Doeksen/Mike Woods, Oklahoma State University;

Human Capital Investment and Rural Economic Development: An Extension Public Policy Education Program, Lionel J. Beaulieu/Roy Carriker/Rodney Clouser/Lois Libby/David Mulkey/Glenn Israel, University of Florida;

Educational Materials to Help Small Farm Operators Assess Alternatives, Dewayne Ingram/Dave Zimet/Marshall Breeze, University of Florida;

Helping Black Adults Age 35-55 and Youth Age 16-19 Develop Personal Skills to Upgrade Employability, Dorthy Taylor, Lynn White, Texas A&M University; Irene Lee, University of Arkansas at Pine Bluff;

Effects of Manufacturing Industry on Education in Depressed Rural Areas: A Pilot Study, Eldon Smith/Alan DeYoung, University of Kentucky; Tom Johnson, Virginia Tech;

A Public Domain Microcomputer Property Tax Appraisal System for Rural County Governments, Steve Burnette/Gregg Reese, University of Georgia; Wallace Killcreas, Mississippi State University.

Research projects completed with results published during the past year include:

Structural Adjustments in the Agribusiness Sector of Farming Communities in the South, James R. Hurst/Harry B. Strawn, Auburn University; (See # 129 in "Publications."

Some firms not only survived but prospered during the transition in the agricultural industry during the 1980s. These firms were able to interpret the changing conditions as they were occurring and make the necessary adjustments by transferring their resources to more profitable business activities. Six counties with differing types of farming systems were selected for study from a three-state region: Alabama, Georgia and Mississippi. A brief questionnaire was sent to the firms in each county to collect general information concerning the type and scope of agribusinesses. The analysis of the sample showed that most firms which survived the financial stress have been established for some time and have kept the existing management throughout the downturn. The firms averaged more than 22 years in operation and almost 13 years under the present management which might indicate the
importance of the professional reputation of the firm to its survival. To understand the actual changes that different types of agribusinesses have experienced, one firm from each county was selected as a case study. Managers of the firms were personally interviewed to profile management strategies. Findings lead to the conclusion that the most critical element for the survival of agribusiness firms was a comprehensive understanding by management of the economic forces impacting on the industry and the implications for their industry sector.

- The Economics of Goat Meat Production for Small Scale Producers in Louisiana, Tesfa Ghrebrewaledhin/Sebhatu Gebrelul, Southern University; (See # 132 in "Publications.")

The main objective of this study was to evaluate the economic potential of meat goat production by estimating the investment requirements and production costs and returns for three selected meat goat production systems. The study provided baseline information and some guidelines for future development of meat goat enterprises. Economic data and financial analysis indicated that meat goat production can be a viable alternative enterprise for Louisiana small scale farmers. Results of the study also indicated that the economic returns for the three investment alternatives covered the initial investment costs before the beginning of the third year, permitting meat goat production to become a profitable enterprise at least by that time. At present, goat farming is not a common practice in Louisiana farming systems. However, with greater production experience and improved management skills, meat goat production could be a profitable agricultural enterprise for small scale producers. Building and/or finding a market for goat products is one of the major economic factors to be considered if goat production is to become profitable.

- Measuring Leadership Perceptions of Recreation and Tourism Development in Rural Coastal Zones, Steve Henning, Louisiana State University; (See # 133 in "Publications.")

Increased commercial recreation and tourism has been identified as one approach to diversifying local rural economies in coastal Louisiana. This study developed a procedure for determining the perceptions and attitudes of local residents toward commercial recreation and tourism with recommendations for appropriate community action. General consensus of the leadership groups in each of the two study parishes was that recreation and tourism development would benefit local residents through diversification of the economy and increased employment opportunities. Some areas of concern included conflicts with local residents over use of hunting and fishing resources and identification of sources of funding for tourism promotion. Despite differences in population and infrastructure between Cameron and Lafourche Parishes, survey results and as such, recommendations for the parishes were similar: further study of potential attractions; increased public awareness of the need for litter control; limitations of existing public services and future needs identified in terms of the costs of expanded commercial recreation and tourism; greater emphasis be placed on providing visitor services; coordination of promotion efforts of civic, business and government; develop educational campaigns to inform local residents of the benefits of tourism; develop education programs directed toward increasing entrepreneurial awareness of business opportunities in commercial recreation and tourism; and identify the true potential for conflict between visitors and local residents.
CONFERENCES

The Center continues to promote increased extension-research communication, dialogue and joint programming. The Center has the capacity to bring together these groups from various disciplines and different states to focus on problems common to the region. Through regional meetings, conferences and networks developed from these associations, a regional sharing of training, information and programs is facilitated. The following conferences were coordinated through SRDC this year:

SOUTHERN EXTENSION WATER TRAINING WORKSHOP: ACTIONS FOR WORKING TOGETHER was held in Birmingham, Alabama, November 13-15. At the request of the Southern Extension Directors, SRDC provided primary leadership for this workshop. While the content was planned by a multidisciplinary regional committee, the Center coordinated and implemented the training for persons in the four program areas with current or potential water program responsibility. The workshop provided nontechnical training to over 130 participants in the areas of toxic substances, public policy education, water supply and wastewater management. An Inventory of Extension Water Quality Programming Materials and Water Quality Expertise in the Southern Region that was compiled by the Extension Water Quality Planning Committee, and printed by SRDC was distributed in conjunction with this meeting. (See # 124 in "Publications.") All workshop materials were printed at the Center. A proceedings containing papers presented and results of round table discussions was compiled, edited, published and distributed by the SRDC. (See # 127 in "Publications.")

REVITALIZING THE RURAL SOUTH—EXTENSION’S ROLE IN ENHANCING THE QUALITY OF LIFE was a program-wide regional conference that covered three major topics: economic development, human capital and infrastructure. Held in Birmingham, Alabama, January 16-18, the conference included a general session followed by a workshop and case studies on each topic. The Center coordinated registration, speaker and hotel arrangements and printed all conference materials. Planned by a multidisciplinary regional committee, the conference was attended by 167 individuals from the four program areas. Emphasis was on interdisciplinary program planning for addressing rural revitalization issues and needs for communities, families, youth and business. A proceedings with the same name was published and distributed by the Center. (See # 130 in "Publications.")

YOUTH SERVING AS ADVOCATES OF YOUTH was a Southern national-invitational workshop especially designed for local team-building among adults, youth and agencies working with youth. The SRDC was a co-sponsor with the Extension Service-USDA, Southern Region Extension 4-H and Colorado Cooperative Extension Service in concert with the Building Human Capital and Rural Revitalization National Extension Initiatives. Two members of the SRDC Leadership and Human Capital Task Force served on the planning committee. Four proven models of youth-advocacy leadership were taught: Is Anyone Listening? Project LEAD, DARE To Be You and Youth Advocacy. Twenty-one teams with 126 members from 8 states received the training with the intent to go back and implement a youth involvement project in their community. In addition to speaker travel support, SRDC coordinated registration and printed materials for the March workshop in Atlanta, Georgia.
COMMUNITY STRATEGIES FOR TOMORROW'S LOCAL INFRASTRUCTURE was an outgrowth of the task force on Alternatives for Financing Infrastructure Development in Rural Communities in the South. The regional task force members and Center personnel planned the training held in Birmingham, Alabama, May 1-3. The task force members collected 95 examples of innovative infrastructure financing and delivery systems in 11 areas. The case studies were compiled and printed at the Center in a publication entitled Case Studies: Examples of Innovative Infrastructure Financing and Delivery Systems (see #128 in "Publications.") It was then used as a base document at the conference. Several presentations were based on examples found in the publication. The conference audience was state and local decisionmakers, substate planning councils, municipal leagues, state and area extension personnel and other citizens and professionals interested in local finance. The Center coordinated all arrangements including conference setup, registration and material preparation. A proceedings is forthcoming. (See # 135 in "Publications.")

THE ROLE OF AGRICULTURE IN THE SOCIAL AND ECONOMIC DEVELOPMENT OF THE LOWER MISSISSIPPI RIVER DELTA REGION held February 26-28 in Memphis, Tennessee, was co-sponsored with the North Central Regional Center for Rural Development. The Lower Mississippi Delta Development Commission funded the conference with the intent of getting concrete and practical recommendations for improving the welfare of the people who live in the region. It focused specifically upon the role of agriculture. Issues were identified and recommendations were made for the Commission's report to Congress. The following topics were addressed: value added, alternative agricultural enterprises, sustainable/alternative agriculture/resource conservation, institutional support, black/limited resource farmers and marketing opportunities. SRDC coordinated the conference and printed the proceedings which was edited at the North Central Center. (See # 125 in "Publications.")

MINISTERING TO TROUBLED FAMILIES IV: BUILDING HUMAN CAPITAL was an effort of the SRDC, Farm Foundation and the 1890 and 1862 Extension Services in Arkansas, Mississippi and Tennessee. It was designed for bi-vocational ministers and lay church leaders of rural churches. The theme of the day-long training was emphasized through sessions on counseling skills, drugs and drug abuse, ministerial liability, building human capital and effective examples of bi-vocational ministers.

JOINT SOUTHERN REGION PROGRAM LEADERSHIP COMMITTEE MEETING brought together the program leaders of agriculture and natural resources, community development, 4-H, home economics, program and staff development, communications and middle management. This first-time joint meeting was held in Birmingham, Alabama, September 5-7. The expressed objectives were to increase communication and planning among program leaders, develop a common understanding of the program planning environment in the South, improve extension programs through the sharing of ideas and resources and the planning of regional actions, regionalize national issues, and to identify new issues of importance to the South. The Center coordinated arrangements, printed conference materials and is publishing a proceedings.
TASK FORCE ACTIVITIES

The SRDC Board of Directors approved the initiation of regional task forces to address critical problem areas affecting development in the South. The Southern Regional Rural Development Program Advisory Committee identified four major areas in 1988 in which task force initiatives were selected. The Board added a fifth, rural health, in 1989. The interdisciplinary research-extension task forces continue to produce positive results.

- Formulation of Alternative Approaches for Maintaining and Enhancing Small-Scale Producer’s Roles in Southern Agriculture Through On- and Off-Farm Initiatives:

A report containing a summary of the initial efforts of the task force was published and distributed throughout the region (See # 123 in "Publications.")

A regional survey was conducted to identify individuals working with alternative or nontraditional agricultural commodities. A directory of persons and enterprises is in production at the Center for distribution throughout the Southern region.

- Alternatives for Financing Infrastructure Development in Rural Communities in the South:

Case studies of 95 innovative state and local infrastructure strategies were collected, compiled and published through the Center (See # 128 in "Publications.")

A regional conference was planned and implemented by task force members with the Center staff (See "Conferences.")

The task force asked for and received permission from the Southern Research Directors to begin a Southern Research Information Exchange Group (SRIEG-53). Two meetings were held.

A proceedings of the infrastructure conference was published and distributed by SRDC. (See # 135 in "Publications.")

- Alternatives for Leadership and Human Resource Development in Rural Communities in the South:

The Youth Serving As Advocates for Youth workshop was held with two members of the task force serving on the planning committee. ("See Conferences.")

An additional 3,000 copies of Building Partnerships for People: Addressing the Rural South’s Human Capital Needs were printed. The first 5,000 copies of the publication were distributed with additional requests requiring the reprint.

A regional meeting of Family Community Leadership (FCL) state coordinators and key volunteers is planned for December with the Center providing travel funds and coordination for the training session.
Strategies for Job Creation and Retention in Rural Communities in the South:

A survey was conducted to identify videos available in the region dealing with rural economic development with a summary catalog of these video tapes including sources to be printed at the Center.

A regional conference on job creation and retention is planned for the fall of 1991 to provide an overview of economic development issues in the South with workshops/seminars on specific topics and strategies to deal with these issues. Cooperators and co-sponsors have been identified and potential topics selected.

The task force asked and received permission from the Southern Research Directors to begin a Southern Research Discussion Group (SRDC-89-07). The initial meeting was held in February.

Rural Health Services

The initial meeting was held at the Center June 5-6. Specific activities were outlined by the group: development of a rural health delivery education program, compilation of a state policies book, review of research publications, collection of successful case studies, and conducting a symposium on ag medicine.

The selection of task force members from nominations made by directors and administrators was finalized in early spring by a committee of the Southern Regional Rural Development Program Advisory Committee. Members and the institutions they represent are as follows:

Jeff Alwang, Virginia Tech, chair
Gerald A. Doeksen, Oklahoma State University
Frank L. Farmer, University of Arkansas
Doris Dinkins Ford, Auburn University
Barbara Garland, North Carolina State University
Linda H. Godley, Alcorn State University
Gladys Lyles, Tuskegee University
William Alex McIntosh, Texas A&M University
Michael K. Miller, University of Florida
Margaret Moore, Louisiana State University
Richard Reinheimer, University of Georgia

STAFF ACTIVITIES

SRDC supports and staff participate in a number of region and national activities and serve on various committees. They assist in planning meetings and in identifying program participants. They represent the Center at a number of conferences and training sessions. Activities supported during the past year include the following:

- Served on Southern Extension Policy Action Committee (SEPAC) and on a subcommittee on Rural Revitalization; published Farm Policy Opinions of Southern Farmers in 1989,
- Participated in Southern Association Agricultural Scientists (SAAS) meeting and facilitated preessions,
- Served on Southern Natural Resource Economics Committee (SNREC) and printed one proceedings,
- Served as advisory member of National Rural Studies Committee,
- Served on planning committee for Extension Leadership Development Seminar and printed the proceedings,
- Displayed rural development centers' materials and participated in Community Development Society meeting,
- Served on program at Professional Agricultural Workers Conference (PAWC) meeting,
- Participated in and displayed materials at Rural Sociological Society meeting,
- Presented reports at Southern Extension Director's meetings,
- Printed the 1890 commemorative issue of the Southern Rural Sociology (SRS) journal and provided a grant to the SRS,
- Participated in National Public Policy meeting,
- Participated in the Southern Rural Restoration conference and furnished a display of materials,
- Made a presentation at Education and Jobs: Revitalization of the South Conference and printed the proceedings,
- Provided a grant to the 4th Annual Sustainable Agricultural Conference,
- Provided two travel grants for the Southern Rural Education Association's Research Symposium,
- Served on the policy board of the Kellogg Leadership Development Seminar, a multistate leadership development program,
- Served on the policy board of the Rural Economic Development for Community Self-Reliance project,
- Participated in the Lower Mississippi Delta Leadership Development Conference,
- Provided a grant for a member of the Tri-State Ministers Planning committee to attend Youth at Risk summit meeting,
- Participated in the 1890 Centennial meeting, Setting the Pace in a Time of Change; provided a grant for publishing a tabloid report of the meeting and will print the proceedings,
- Provided a grant for a special issue of the Journal of Soil and Water Conservation,
- Provided a travel grant for speakers to the Quin State Conference.

INFORMATION DISSEMINATION

Since the coordination of rural development research and the subsequent development of educational materials and programs is a priority of the Center, there is a constant publishing effort underway. In-house printing facilities and the services of a half-time printer give the Southern Center an advantage in producing materials for use within the region.

- CAPSULES - The SRDC newsletter is designed to disseminate information on a number of issues of interest to persons working in rural development. In addition to containing news articles about the Center activities, it contains articles from other sources reprinted in brief form. Published monthly, over 2,300 copies of CAPSULES are mailed free of charge throughout the region.
- **CONFERENCE MATERIALS** - Conference materials such as preconference brochures, name tags, banquet tickets, registration folders, press kits, programs and proceedings are prepared and printed in-house. The use of workshops and conferences as an integral part of dissemination of information makes this an important service to the Southern region.

- **PUBLICATIONS** - The Center produces a numbered series of documents on varied topics of current emphasis in the region. Each research and extension project funded by the Center produces a dissemination document published in the series. In addition, articles from other sources are printed when no other avenue is available. Center task force reports and educational materials developed in individual states are often reproduced for regional distribution. This year, two publications were produced jointly with the other regional centers: Publication List that contains publications from the four centers and Cooperative Leadership: Cooperative Extension System Style that succinctly explains the leadership educational program of CES. SRDC designed and printed the latter. Numbered publications printed and distributed by Center staff since October 1, 1989 include:

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<td>Annual Progress Report, October 1989</td>
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<td>Community Strategies for Tomorrow's Local Infrastructure, September 1990</td>
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SOUTHERN REGION

States and institutions served by the Southern Rural Development Center include:

Alabama
  Alabama A&M University
  Auburn University
  Tuskegee University

Arkansas
  University of Arkansas
  University of Arkansas at Pine Bluff

Florida
  Florida A&M University
  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 College

Tennessee
  Tennessee State University
  University of Tennessee

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

Virgin Islands
  University of the Virgin Islands

Virginia
  Virginia Polytechnic Institute and State University
  Virginia State

A major function of the 1990 Annual Progress Report is to disseminate information about the activities of the Center during the previous fiscal year. By design, the report is general in nature. For specific information on any of the activities, contact the Center.

Jacqueline F. Tisdale, Writer/Editor
Sandy Markley, Editorial Assistant

H. Doss Brodnax, director, and Bonnie P. Teater, assistant to the director, provided review and input to this report. David Miles was the printer. October 1990.
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 5446
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, religion, sex, national origin, age, handicap, or Vietnam era veteran status. SRDC is an Equal Opportunity Employer.