Charting New Paths: Rural Development in the South

2001-2002 Annual Report

Meeting the challenges of the rural South through land-grant research and outreach education
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In looking back over the past year, it is gratifying to note how much progress the Southern Rural Development Center (SRDC) has made in further advancing the rural development research and Extension efforts of our region’s land-grant universities. The year has been, in many respects, a time of strengthening current partnerships and embarking on new important relationships with organizations that have a common commitment to rural people and communities in rural America. For example:

- For the first time ever, the SRDC has established a systematic series of training programs that is designed to strengthen the community development work of Extension educators in the South. The set of training activities, developed in partnership with Extension specialists from across the South and beyond, is emerging as a model in how to design and implement a coordinated Extension training program across state boundaries.

- In concert with our sister center — the North Central Regional Center for Rural Development — the SRDC has embarked on an innovative program funded by the Ford Foundation titled, the *Rural Community College Initiative* (RCCI). This four-year program is linking land-grant schools in six states (with three of these states being in the South) with 15 rural community and tribal college teams in developing a coordinated response to the challenges facing rural people and places in our common service areas. This important collaboration is symbolic of the commitment of land-grant schools in the South to become truly “engaged universities.”

- Our strong partnership with the Economic Research Service/USDA has expanded in important new ways over the past year. We are bringing some our nation’s leading social scientists together for the purpose of exploring new theories and methodologies for assessing the demographic, social, economic and natural resources changes taking place in rural America, and for an effort to advance our understanding of rural education issues in the United States. Of course, we continue our joint sponsorship of the highly successful food assistance research small grants program in the South.

- For the second year, the SRDC has joined hands with the Southern SARE in conducting a joint competitive grants program that is intended to invest in innovative applied research that seeks to create stronger working bonds between the agricultural sector and the broader community of which it is a part.

These are just a sampling of the key successes that our Center has realized over the past several months. As a result, the SRDC has captured a record level of extramural funds — resources that are helping advance the five priority goals of the Center.

Our progress as a Center is linked in no small way to the on-going support and engagement we are receiving from our Board of Directors, our Technical Advisory Committee members, the Association of Extension Administrators (AEA), the Association of Southern Region Extension Directors (ASRED), the Association of Research Directors (ARD), the Southern Association of Agricultural Experiment Station Directors (SAAESD), and a large pool of land-grant faculty who seem to always be willing to lend their time and talents to the work of the SRDC. Of course, the SRDC is also blessed with a very committed and hardworking staff who believe in the work of the Center. I offer a “big thanks” to our permanent staff members — Bonnie Teater, Emily Shaw and Christine Fleming — and to our graduate and undergraduate students for making this a banner year for the SRDC. In addition, our future looks bright with the creation of an associate director position, filled by Alan Barefield in January 2003, and the addition of a new part-time administrative secretary, Angie Forrester.

Sincerely,

[Signature]
Mission & Goals ...

Goals
The Southern Rural Development Center seeks to strengthen the capacity of the region’s 29 land-grant institutions to address critical, contemporary rural development issues impacting the well-being of people and communities in the rural South. SRDC goals are to:

- Stimulate the formation of multi-state research teams;
- Coordinate the development and revision of educational materials and maintain a centralized repository of educational resources;
- Organize and deliver high priority rural development research and educational workshops/conferences;
- Provide leadership for the preparation of science-based rural development policy reports;
- Build partnerships that link the South's land-grant university system with other key entities committed to rural development activities in the region.

Priorities
Priority 1  Strengthen the engagement of rural people and organizations in the civic life of their communities.

Priority 2  Promote sound rural economic and workforce development strategies that improve job quality and the competitiveness of workers in the rural South.

Priority 3  Assist rural communities in developing sound strategies for addressing the challenges associated with the expansion of urban and suburban localities into rural areas.

Priority 4  Expand efforts to improve health care access in the rural South and explore strategies for reducing the prevalence of food insecurity and hunger among the region’s most vulnerable rural populations.

Priority 5  Explore the prevalence of a “digital divide” among various populations and communities in the South and assist in the development of educational programs that advance the information technology capacity of rural people and places.

Institutions Served
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 University
- 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 A&T State University
- North Carolina 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
- 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 University
RESEARCH INITIATED BY THE SRDC

The Southern Rural Development Center has been directly involved in conducting applied research that seeks to discover new information and knowledge that relate to the priority activities of the Center. In addition, the SRDC has partnered with key federal, regional and state agencies in organizing research forums that showcase important applied research activities on topics of concern to rural America and the rural South. We briefly highlight these key research initiated efforts of the Center over the course of the past year.

The Influence of Family, School and Community Social Capital on the Educational Outcomes of Rural Youth

The SRDC Director and a colleague, Dr. Glenn Israel of the University of Florida, have continued their longstanding involvement in research designed to understand the forces at play in facilitating or impeding the academic success of children in the United States. This research team successfully undertook two valuable research activities during the past fiscal year. First, they completed a book chapter titled "Promoting Educational Achievement: A Partnership of Families, Schools and Communities" that will be included in an upcoming edited volume to be published by The Pennsylvania State University Press. The article demonstrates that the social capital attributes of schools, regardless of their spatial location, have only modest effects on student performance improvements. Rather, it is the family that serves as the most important conduit for realizing educational success, with the broader community in which they are embedded playing a secondary role. The article serves to remind policymakers that the near singular attention on schools as the principle vehicle for improving academic achievement will prove unsuccessful. Embracing family and community components into such policies is what is both lacking and needed in the education policy arena.

The second important achievement is the awarding of a three-year National Research Initiative Competitive Grant to the Israel and Beaulieu research team. The researchers will examine the variety of factors that promote educational achievement among rural America’s early elementary children. The rationale for focusing on rural children is that they tend to have higher dropout rates and lower scores on standardized achievement tests relative to their urban counterparts. Furthermore, relatively little is known about the educational experiences of younger rural students. The research will employ the Early Childhood Longitudinal Study (ECLS), an effort that surveyed kindergartners/first graders, parents and teachers. These students will participate in follow-up surveys through the fifth grade. ECLS data will be combined with other data to study how different types of communities affect children’s achievement.

Mississippi Development Authority

The Workforce Investment Act of 1998 is an important federally-supported program that is designed to provide state and local leaders with important flexibility in shaping, guiding and implementing workforce development and training programs. These efforts are intended give states greater license in responding to the labor force needs of businesses and firms located in various geographic areas of states. With its central concern on workforce issues in the South, the SRDC was asked to work in partnership with the Mississippi Development Authority to create a database that would provide valuable information on the each of the state’s workforce investment areas, including key demographic and economic features of each area. The Center produced and has periodically updated these data as a way of keeping local workforce boards informed about the changing nature of their economies and workforce needs. The Center also has served as a conduit for securing the expertise of key Mississippi State University faculty who were able to offer insights on a variety of important subjects. These subjects include: (1) procedures for developing a useful strategic workforce investment plan for the state; and (2) strategies for evaluating the effectiveness of each of the state’s “One Stop Centers” in terms of their levels of success in helping clients find or qualify for local jobs.

Assessing Welfare and Food Stamp Programs in the United States: A Research Partnership with the Rockefeller Institute of Government

A team of researchers from the SRDC and the Mississippi State University Social Science Research Center (SSRC) has been engaged in three research projects addressing welfare and food stamp programs in our nation. With the Nelson A. Rockefeller Institute of Government serving as the principal coordinator of these
projects, the SRDC/SSRC team has joined researchers across the nation in undertaking structured case studies. The SRDC/SSRC team undertook research in selected rural and urban counties in Mississippi.

The first project addressed the family formation components of the Temporary Assistance to Needy Families (TANF) program. The intent was to assess the degree to which the new TANF program successfully promoted marriage and the formation of two parent families, improved the maintenance of two-parent families, and reduced the incidence of out-of-marriage pregnancies. Findings indicated that only limited attention was being given by the state's human service agency in addressing the family formation component of the TANF legislation.

A second research thrust examined the implementation of Mississippi's welfare reform legislation and the delivery of other social services in targeted case study sites. Researchers were particularly interested in determining what audiences were being reached via the state's welfare program. What became clear is that the program was working, to a significant extent, with low-income persons who were best positioned to transition into a job. That is, state human service caseworkers in the targeted counties were far more likely to devote attention to those clients who had the best chance of finding work. At the same time, clients were less likely to have been encouraged to seek additional schooling and less likely to be made aware of other social services for which they may qualify.

The third project explored the extent to which access and use by low-income families shifted in the aftermath of welfare reform. Through a series of face-to-face and telephone interviews with key informants, the research team was able to examine why food stamp program enrollment rates dipped so rapidly in Mississippi, and why some who remain eligible for food stamps are no longer enrolled in the program. This important line of research is nearly complete and a final report will be submitted to the Rockefeller Foundation in late Fall 2002.

Given the large number of researchers engaged in these research studies across the nation, the Rockefeller Institute and the team of scientists are utilizing the collection of these studies to help inform national policy discussions on TANF. Such input will serve as a valuable part of the information being gathered by Congress as it debates reauthorization of the TANF program in 2003.

**Examing the Educational Needs of the Southeast United States: The SERVE Regional Educational Laboratory Grant**

The 1990s has been a period of significant demographic and economic changes in the nation and such shifts are likely to have profound impacts on the educational system of our nation. With an increasingly diverse population, coupled with the continued growth of complex, technology-oriented jobs, the demand for skilled workers is on the upswing. At the same time, many rural communities are struggling in their capacity to retain the best and brightest during a time when their economic futures appear uncertain.

These trends suggest that the economic health of many rural communities over the long-term will be dependent on the availability of educated workers. Recognizing the critical role of education, the SERVE Regional Education Laboratory contracted with the SRDC to examine a host of educational, economic and demographic trends in the six southeastern states that are part of the SERVE region. These states are Alabama, Florida, Georgia, Mississippi, North Carolina and South Carolina.

To date, the SRDC has provided SERVE with a preliminary examination of some key attributes of counties and school districts located in the SERVE region. A more extensive assessment is slated to be submitted by the SRDC in December 2002. A major focus of the full SRDC study will be on the prevalence of "high" and "low" achieving schools in the region, particularly across urban and rural areas.

**Delta Rural Revitalization Initiative**

The Mid-South Delta Region has faced a number of economic, social, political and environmental challenges over the span of many years. These include limited population and economic expansion, low educational attainment, a limited pool of skilled workers, high rates of poverty, and low community capacity to address priority issues of importance to the welfare of the area. The SRDC, for the first time ever, has embraced the challenge of collection, analyzing and generating information to guide the activities and investments of leaders, organizations and citizens in an 18-county region in the Mississippi Delta. Over the past several months, it has begun to assemble, in cooperation with the Mississippi State University Remote Sensing Unit, a
variety of demographic, economic and educational data. Over the next year, the SRDC will be preparing a series of Delta briefs that will highlight some of the key trends in the region as well as insights of what these trends portend for the region. Moreover, the database being created by the SRDC will be made available to the Delta Data Center staff as they seek to respond to specialized information needs by local individuals and organizations located in the 18-county region.

**RESEARCH CONFERENCES AND WORKSHOPS**

**Latinos in the South Symposium**

*April 15, 2002, Atlanta, Georgia*

The 1990s proved to be a period of unprecedented expansion of the Hispanic population in the South. As a result of the brisk growth of Latinos in many states in the South, a host of communities have struggled in their capacity to address the needs of this expanding population. In an effort to better understand how communities have addressed such struggles and how Latinos have fared in their effort to become a part of their new communities, the SRDC, in partnership with the Farm Foundation and Texas A&M University, organized a research symposium titled, "Latinos in the South." The forum was one of the first efforts undertaken in the South to systematically examine what research is saying about the difficulties and successes being experienced by Latinos and their destination communities. With over 40 researchers and Extension educators in attendance, the conference tackled a number of important topics, including the new Latino workforce, the important role of social capital in facilitating the integration of Latinos into the community, and the challenges of securing decent affordable housing for Latino families. The SRDC’s Fall 2002 issue of its quarterly newsletter, *Southern Perspectives*, is devoted to the subject of “Latinos in the South,” drawing upon many of the research papers presented during the course of the research conference.

**Measuring Rural Diversity Conference**

*November 21-22, 2002, Washington, D.C.*

USDA’s Economic Research Service has had a long and distinguished series of research products that have provided social scientists with a systematic set of procedures for measuring the social and economic character of rural areas. Such typologies as the urban-rural continuum codes, the urban influence codes, and the natural amenities scales have all emerged from the work of social scientists working in the ERS.

In an effort to explore new and innovative strategies for examining the social and economic complexion of rural America, the ERS and the SRDC have joined forces to sponsor a conference titled, "Measuring Rural Diversity." This important research workshop, to be held in Washington, D.C., Nov. 21-22, will showcase some of the cutting-edge work being carried out by social scientists both nationally and internationally. Attention will given to approaches being used by Canadian and European researchers in their quest to measure rural areas; new methods for examining the sociodemographic features of rural America; avenues for measuring economic activity in nonmetro areas; procedures for exploring economic distress; new efforts at creating sub-county and place based typologies; and the role of new information technologies in shedding additional light on important rural issues.

**Promoting the Economic and Social Vitality of Rural America: The Role of Education**

*April 14-15, 2003, New Orleans, Louisiana*

The issue of education and human capital development has held a high position on the national domestic policy agenda in recent years. A case in point is the new federal legislation titled, *No Child Left Behind Act of 2001*, a law that has introduced a new era of increased school accountability and performance mandates. This legislation is intended to ensure that our public schools adequately prepare their students for the changed economic climate in which we now live. Rural schools and communities, however, may face a distinctive set of challenges as they seek to implement the various reforms associated with this new law.

Given the central role that education has played and will continue to play in shaping the economic and social welfare of rural communities, a national conference is being organized by the Economic Research Service and the SRDC for the purpose of engaging a cadre of highly talented researchers in addressing the important subject of rural education. The Rural Schools and Community Trust is serving as a co-sponsor of this important event. The intent is to stimulate a focused attention on rural education-related issues in America, particularly the capacity of rural schools to offer students a high quality education to serve as an engine for local economic development activities. A more contemporary understanding of these linkages is
vitaly important for articulating a possible set of education/economic development strategies that make
the most sense for rural areas of the United States. It is also needed for helping fine-tune federal education
policy activities so that it may consider the unique issues present in rural schools and communities in
the United States.

The national workshop titled, “Promoting the Economic and Social Vitality of Rural America: The Role of
Education,” is scheduled for April 14-15, 2003, in New Orleans, LA. Over the FY2002 period, ERS and the
SRDC have worked as a team in determining the content of the conference and recruiting a high caliber
group of researchers who will be showcasing important works they are undertaking on education issues in
rural America.

Research Investments

Food Assistance Research Small Grants Program
The Southern Rural Development Center, in partnership with the USDA’s Economic Research Service, con-
tinues to invest in a small grants research program that is designed to fund innovative, scholarly projects
that explore food assistance issues among vulnerable populations in the rural South. These vulnerable
groups include the elderly, children, minorities, the impoverished, and rural places that suffer from economic
decline or stagnation. Both the soon to be completed studies, as well as the most recent pool of new grant
awardees, are briefly described in this section.

2002 Grant Recipients

-Assessing the Prevalence of Childhood Obesity among Limited Resource Latino and Non-
Latino Families in Virginia
Elena Serrano and Ruby H. Cox, Virginia Polytechnic Institute and State University
Responding to the nation's growing concern with childhood obesity, this study seeks to augment the
existing data by evaluating the prevalence of children who are overweight in the state of Virginia. A
total of 200 fourth, fifth and sixth grade children's weight will be assessed using four different methods
of data collection. The children will be representative of rural and urban localities with a significant
Latino population. A supplemental assessment of one-fifth of the sample will address body mass index,
diet, physical activity, acculturation, body image, and preferred methods of education on nutrition and
physical activity. By helping to obtain baseline data on overweight children as well as the factors con-
tributing to their condition, the results of this study can be used to guide programming efforts for this
population as well as shed light on different mechanisms for assessing children's weight.

-Food Assistance and Working Poor Families in the Rural South
Bradford Mills and Christiana Hilmer, Virginia Polytechnic Institute and State University
The tenet that able adult household members should work to support their families and, thereby, escape
poverty is the rationale underlying recent changes in social policy. Recent statistics, however, defy this
logic. With the aim of providing the necessary information to tailor current assistance programs to better
support the needs of working poor families in the rural South, this study seeks to develop a comprehen-
sive portrait of working poor families and their utilization of public assistance programs. In doing so, the
factors underlying changes in the utilization of assistance programs will be identified and the implica-
tions of increasing Food Stamps and other assistance programs among working poor families in the rural
south will be discussed. The findings will then be disseminated to those responsible for the design and
implementation of public assistance programs.

-The Incidence of Overweight and Obesity in Southern Adolescents
Mellie L. Warner, Clemson University
Recent literature indicates that there is a higher incidence of obese and overweight adolescents in the
South and in communities that are primarily African American and Hispanic. This study proposes to
examine the demographics of this population in the South and compare them to other regions. The
effects of sports, after school activities, and social and family support on body mass index will also be
considered. Data will be used that was collected from students in grades seven through 12 by the
National Survey of Adolescent Health. This study seeks to determine the relationships between age-
adjusted body mass index and other variables.
Prevalence and Consequences of Child Obesity in North Carolina
Debra Parker and Esther Okeiyi, North Carolina Central University

Obesity has become a disease of epidemic proportion and with profound negative health, psychological and social consequences for both children and adults in the United States. Using children from Head Start, preschool and kindergarten, this study seeks to assess the prevalence of obesity among children ages 3 to 6 in North Carolina; compare child obesity by age, gender, ethnicity, parents' education, religion, income level, parents' attitude toward obesity, parents' motivation for nutrition education, and nutrition knowledge of the parents or care taker; assess the dietary and exercise habits of the children by demographic factors; and assess the consequences of child obesity on children's health, self-confidence, educational performance, physical activities, and dietary habits. The results of this study are intended to raise awareness and increase the participation among childcare providers to prevent and reduce the incidences of obesity among youth.

Retail Globalization and Food Access in the South
Troy C. Blanchard, Mississippi State University

During the last 30 years, the South has experienced an unparalleled spatial concentration of retail activity due to the growth of large retailers, such as Wal-Mart, that fundamentally reshape the accessibility and cost of food. While many studies have addressed the effect of individual characteristics on food security and nutrition-related health issues, the role of community-level macro factors remains largely unexplored. Thus, this study will assess the level of access to supermarkets and super centers to identify food accessibility for local populations as well as the relationship between access to supermarkets and super centers and nutrition-related health outcomes in the nonmetropolitan south. This study will attempt to inform policymakers and researchers by identifying the contours of nutrition-related illness in the South and by explaining how the structure of the food distribution system relates to nutrition-related health outcomes.

2001 Grant Recipients
The following highlights projects in progress by recipients of the Southern Rural Development Center's Food Assistance Research Small Grants Program.

Assessing the Relationship between Food Insecurity Events and Food Assistance Programs in Two Different Public Housing Communities
Mezfin Bezuneh and Zelealem Yiheyis, Clark Atlanta University

Despite the prosperity of the last decade, food insufficiency and hunger continue to affect some segments of the population at the household and individual levels. Through an investigation of the temporal relationship between food insecurity events/timing of hunger and Food Stamp and other food assistance receipts, this study is an effort to expand information about the measurement and explanation of food insecurity in the context of the United States. To this end, the Food Security Core Module is used to assess households residing in two different public housing communities.

Community Capacity and Food Insecurity in the Era of Welfare Reform
Domenico Parisi and Duane A. Gill, Mississippi State University

Diane McLaughlin, Pennsylvania State University

This study seeks to determine the role that welfare reform played in decreasing Food Stamp enrollments in Mississippi. Ethnographic interview techniques are used in two case study communities to accomplish three objectives: (1) to determine strategies used by the state of Mississippi to implement the food stamp program; (2) to determine the extent to which the exit of clients is due to a disparity between the state’s administration and the client’s perceptions of the program; and (3) to determine community capacity to cope with state requirements and the needs of low local income populations. Analysis of the data will help to determine the extent to which changes in welfare policy impact food stamp participation and food security.

Contextual Determinates of Food Security in Southern Hispanic and African-American Neighborhoods
Margaret E. Bentley, Sonya Jones and Janice Dodds, University of North Carolina at Chapel Hill

While the prevalence of food insecurity and hunger is falling in the general population, a disproportionate number of African American and Hispanic households report the experience of food insecurity with moderate to severe hunger. In the Southern United States, African American and Hispanic households may face greater institutional and cultural barriers to food security compared to other Southern popula-
tions. Key informant and focus group interviews were conducted. The data from this study will be useful to several programs targeted at reducing food insecurity. Additionally, the methods used will allow program recipients to describe, in their own words and with photographs that have meaning to them, what it means to be a minority household that is defined as “food insecure.”

Food Insecurity and Hunger among Homebound Older Adults in the Rural South
Mary Anne Salmon, University of North Carolina at Chapel Hill
This project was designed to study hunger and nutritional risk among elderly on a waiting list for home-delivered meals. Phone interviews were conducted with 150 homebound older adults on the waiting list. The project also tracked the outcomes of all the people on the waiting list to see what proportion begin receiving services, withdraw, die, move in with other family members, or go into residential care.

Food Stamp Receipt by Families with Noncitizen Households in Rural Texas Counties
Steve H. Murdock, Tami Swenson and Steve White, Texas A&M University
The broad scope of welfare reform in 1996 severely constricted the availability of many social services, such as food stamps, for immigrants. Within the 196 nonmetropolitan counties in Texas, there has been a decline of almost 60 percent in the number of families with a noncitizen householder receiving food stamps from September 1995 to February 2001. This research explored the patterns of receipt and demographic characteristics of this set of food stamp families during the six-year period, thereby including both pre- and post-reform periods.

Private Food Assistance in the Deep South: Agency Profiles and Directors' Perceptions of Needs and Opportunities under Charitable Choices
Patricia Duffy, Suzie Cashwell and Joe Molnar, Auburn University
John Bartkowski, Mississippi State University
This study explored how directors of food bank affiliate pantries in the Deep South evaluate their organizational challenges and assess the prospects for partnering with state agencies in their food provision efforts. Primary survey data was collected from a sample of six hundred randomly selected directors throughout Alabama and Mississippi. This study yielded aggregate portraits of the background characteristics, social attitudes and practical skills of the leaders of local food banks. Special attention was given to the components and challenges of food provision in rural regions of these states. The results are relevant for policymakers in both states and throughout the South.

The Arkansas Child and Adult Care Food Program: A Study of Factors Associated with Program Participation
Richard Huddleston and Yetty Shobo, Arkansas Advocates for Children and Families
The Child and Adult Care Food Program (CACFP) is a federal nutrition education and food assistance program. In recent years, there have been numerous changes at the federal and state level in the CACFP program. The objective of this report was to study factors affecting provider's participation rates in the CACFP program. Strategies that might be used to increase participation rates among child care providers will be identified with the intent of increasing the participation of low-income children in the program.

Sustainable Communities Innovations Grants
(A Southern SARE/SRDC Partnership Initiative)
Healthy and prosperous rural communities are a key factor in sustaining the future of U.S. agriculture, and innovations in agriculture are important to the future of many rural communities. Despite this mutual interdependence, agriculture and community development have too often been studied and conducted without regard to one another. The Southern Region Sustainable Agriculture Research and Education (SARE) and the Southern Rural Development Center now offer a pilot grants program that will invest in projects that strengthen both agriculture and Southern communities through explicit linkages between sustainable agriculture and community development and improve understanding of the mutual benefits of such linkages.

The Sustainable Community Innovation Grants Program funds projects that pursue local strategies that link sound farm and nonfarm economic development with agricultural and natural resource management. Applications are chosen based on their ability to increase knowledge, build capacity, and make connections among on- and off-farm sustainable agriculture activities, economic and community development, civic engagement, nutrition and health, and local government policy.
Agri-tourism: A Strategy toward Sustainable Farm, Business, Family and Community Development
Brian Calhoun, Virginia Cooperative Extension Service, Virginia Polytechnic Institute and State University

Virginia Cooperative Extension and its collaborators have adopted a strategy of development of agri-tourism in Southwest Virginia. Linkages are being developed with community developers and other stakeholders to develop an innovative plan to access what agri-tourism is already in place, what other opportunities exist, and other community infrastructure that needs to be in place in order to insure both sustainable agriculture and sustainable communities.

Downtown Farmer’s Market Linking the Farm to the Community
Rob Gordy, Carroll County Farmland and Rural Preservations Committee

Carroll County, Georgia, and the surrounding region provide excellent opportunities to link agriculture and urban and suburban communities. There is a steady agricultural base and a steady urban/suburban shift into Carroll County. Local small acreage farmers offer an opportunity to spread the word about nontraditional crops, value-added products and small farm management. Through the marketing process, they also help link suburban residents to the land and agricultural community. These farmers have a great need for local marketing opportunities.

Keen on Beans: Establishing Edamame Awareness and Demand for Kentucky Consumers and Growers
Martha W. Lee, Daviess County Extension Service, University of Kentucky

Kentucky agriculturists are continuously searching for alternative sources of farm income. Many alternative, non-commodity crops are being investigated for potential profitability. Edamame (green vegetable soybean) is one of those promising crops. This grant proposal seeks funding for educational activities relating to health benefits of edamame, a new soy food, among health professionals and consumers in the Owensboro region.

Senior Fellows Program

The Southern Rural Development Center established the Senior Fellows Program, with the support of its Board of Directors, in order to expand the number of land-grant faculty carrying out substantive research or Extension work in support of the activities of the SRDC. This program is designed to provide special support and recognition, for a period of one year, to an individual (or a team/committee of individuals) who is undertaking a special project that addresses a priority issue of the Southern Rural Development Center. The Senior Fellow is provided with financial resources by the SRDC to facilitate the successful completion of his/her project. The Senior Fellow will take a leadership role in carrying out a specialized activity/project (be it research or Extension) in support of one of the priority issues of the SRDC. This year’s research projects are listed below.

Assessing the Impacts of Urban Expansion into the Rural South
Mitch Renkow, North Carolina State University

This research addresses two fundamental questions. One, to what extent does the expansion of urban and suburban localities into rural areas of the South represent a broadening of the geographical extent of urban labor markets (as in North Carolina), as opposed to indigenous expansion and relocation of new business into rural locations? Two, what are the ramifications of these trends for rural communities, in particular the impacts on local public finance, and what mechanisms exist for rural communities to deal with the “growing pains” associated with population growth?

Community Action and Economic Development in Alabama’s Forested Black Belt Areas
Andrew A. Zekeri, Tuskegee University

The purpose of this research is to estimate the effects of local economic development efforts on growth and change in the well-being of rural communities in Alabama’s Black Belt forested areas and to identify characteristics, problems and consequences of local economic development efforts in selected rural communities exhibiting distinctive patterns of growth and change associated with use of forest resources.
Creating Vibrant Communities in the South: Training Resources for Building Community Development Skills

In an effort to link communities with Extension educators in their state with strong community development-related training and skills, a comprehensive training plan has been established by the SRDC. This training effort is in cooperation with the Southern Community Resource Development Program Leaders, the Association of Southern Region Extension Directors and the Association of Extension Administrators. Training workshops and educational resources are being offered in five key thematic areas: economic diversification, community planning tools, service infrastructure, civic engagement and youth/adult workforce development. The training workshops offered during the past year include:

- **E-Commerce: Impacting the Way We Do Business!**
  **October 1-2, 2001, Nashville, Tennessee**
  The e-commerce conference provided an awareness and overview of e-commerce issues relating to communities, agribusinesses and small businesses through three concurrent sessions. It was designed to encourage and facilitate Extension state planning teams in e-commerce.

- **Southern Extension Health Institute**
  **October 15-19, 2001, Lancaster, Kentucky**
  The intensive, state-of-the-art health training workshop provided participants with an increased understanding of health systems, Extension’s role in health, and tools and strategies for working with individual, family and community health issues.

- **Southern Institute of Rural Development (SIRD)**
  **November 5-8, 2001, Athens, Georgia**
  The combined efforts of the SRDC, the University of Georgia’s Office of Economic Development Assistance, the USDA Forest Service (Southern Region), and the USDA Rural Development resulted in an in-depth workshop for professionals involved in rural development work at the local, multi-county, state and regional levels in the Southern region. This conference focused on the expansion of economic development opportunities and the broadening citizen involvement in shaping the future of rural communities.

- **Improving Board & Organizational Effectiveness**
  **July 25-26, 2002, Charleston, South Carolina**
  The nonprofit board and staff training course provided participants with the means and models to operate successfully in today’s environment. The course was designed to show the best practices for operating nonprofit and voluntary organizations efficiently and effectively in a changing society.

- **Southern Region Community Development Institute**
  **September 23-27, 2002, Talladega, Alabama**
  The 2002 CDI program was designed to operate as a “train-the-trainer” workshop. It introduced participants to a comprehensive community development curriculum that they could replicate to a broader audience within their states. Participants were provided an excellent overview of the major components of a strong community development program. It explored the social dimension of the community (such as local institutions, leadership structure, uncovering community assets, civic engagement and dealing with conflict), its economic complexion (such as economic development options, business retention and expansion strategies), and the community’s service infrastructure (such as health clinics/hospitals, adult day care facility, solid waste and rural transportation). The course served as a sturdy foundation for the more specialized training programs offered by SRDC.
Business Retention & Expansion
October 28-30, 2002, Biloxi, Mississippi

Studies have shown that between 40 and 90 percent of all new job creation comes from existing businesses. Learning to build on the business/industrial base of a community is a valuable tool. The purpose of this conference is to provide professionals with the in-depth training necessary to implement a local economic development program focused on the retention and expansion of existing businesses. Specific emphasis was placed on the use of volunteers to visit existing businesses and administer a survey designed to solicit input about the local community, business climate, availability of qualified labor and the need for additional training and technical assistance.

Ford Foundation: Rural Community College Initiative
The SRDC is the recipient of a two-year $430,000 grant from the Ford Foundation. The award is designed to position the SRDC to serve as a major catalyst in helping strengthen the community/economic development efforts of rural community/tribal colleges and expand the delivery of educational resources of these colleges to underserved rural populations. This grant is part of a continuing commitment by the Ford Foundation to the Rural Community College Initiative (RCCI), a program supported by the Foundation since 1994. The Center will administer the new RCCI program jointly with the North Central Regional Center for Rural Development located at Iowa State University. Approximately 10 rural community and tribal colleges will be recruited across the nation to be part of this exciting two-year program. They will join the 24 community and tribal colleges that have part of the RCCI in previous years.

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<thead>
<tr>
<th>RCCI Advisory Council</th>
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<tr>
<td>Ladonna Brave Bull Allard Standing Rock Sioux Tribe</td>
<td>David Foster Oklahoma State University</td>
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<tr>
<td>Sharon Anderson North Dakota State University</td>
<td>Beverlee Nance Southeastern Community College</td>
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<td>Clyde Chesney Tennessee State University</td>
<td>Carlyle Ramsey Danville Community College</td>
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<td>Jim Christenson University of Arizona</td>
<td>Ismael Sosa Southwest Texas Junior College</td>
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<td>David Dodson MDC, Inc.</td>
<td>Alan Barefield Southern Rural Development Center</td>
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<td>Pam Cooper North Central Regional Center for Rural Development</td>
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<td>Mary Emery Lewis-Clark State College</td>
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<td>Cornelia Flora North Central Regional Center for Rural Development</td>
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<td>Bonnie Teater Southern Rural Development Center</td>
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Rural Community College Alliance
The Rural Community College Alliance is a network and advocacy group that helps build the capacity of member community colleges to improve the educational and economic prospects for rural America. The Alliance seeks to reduce rural isolation and share effective solutions to problems facing distressed rural communities.

The SRDC, in cooperation with the American Association of Community Colleges, the American Indian Higher Education Consortium, the Hispanic Association of Colleges and Universities, MDC, Inc., the NCRCRD, RCCA, and the Rural Community College Initiative, will sponsor the RCCA conference Oct. 7-9, 2002, in Memphis, TN.

This conference will provide an opportunity for participants to:
- Learn from the seven-year experience of The Ford Foundation’s Rural Community College Initiative (RCCI) - what works, what doesn’t.
- Interact with peers and national experts on challenges facing rural colleges and communities.
- Learn about effective rural strategies to increase educational access, expand college capacity, and build the economy.
- Hear from resource people about funding opportunities.
MDC/SRDC Partnership
MDC, Inc. and the SRDC teamed up to present an important white paper on the needs of rural Mississippi in light of the new economy. The white paper, titled *Mississippi: A Sense of Urgency*, stems from a series of forums held in Hattiesburg, Greenville and Meridian (see below). The white paper is designed to assist state legislators, as well as other state and local opinion leaders and policy makers, in framing their consideration of issues related to rural people and their communities.

Mississippi Leaders: Building Tomorrow ... Today
November 19, 2001, Hattiesburg, Mississippi
November 28, 2001, Greenville, Mississippi
November 29, 2001, Meridian, Mississippi

Working in partnership with MDC, Inc., the SRDC organized three one-day workshops that gave attention to the highly regarded “State of the South” report produced by MDC. Participants examined the opportunities and challenges the regional report posed for Mississippi with particular regard to current and projected shift in the global economy, the increasing diversity of the region’s population, the increasing call for skilled workers, and major advances being made in information technologies.

◆ EDUCATIONAL WORKSHOPS◆

Other educational workshops conducted during the year and not mentioned above follow.

❖ Strengthening Communities: Enhancing Extension’s Role (CRED)
February 24-27, 2002, Orlando, Florida
Sponsored by the Community Resource and Economic Development Base Program Strategic Team and the four Regional Rural Development Centers, the conference sought to bring together Extension professionals from across the nation to share resources, curriculum, information and experiences related to community resources and economic development programming. All presentations from the conference can be viewed on the CRED website, courtesy of funding from the Farm Foundation.

❖ Joint Southern Region Program Committee
The purpose of the annual Southern Region Program Leadership Committee meeting is to increase communication and planning among Extension program leaders in the South, develop a common understanding among program leaders of program planning in the South, improve Extension programs through the sharing of ideas and resources and the planning of regional action, and identify new issues of importance to the South and implications for current and future development.

◆ SENIOR FELLOWS PROGRAM◆
The Southern Rural Development Center established the Senior Fellows Program, with the support of its Board of Directors, in order to expand the number of land-grant faculty carrying out substantive research or Extension work in support of the activities of the SRDC. This program is designed to provide special support and recognition, for a period of one year, to an individual (or a team/committee of individuals) who is undertaking a special project that addresses a priority issue of the Southern Rural Development Center. The Senior Fellow is provided with financial resources by the SRDC to facilitate the successful completion of his/her project. The Senior Fellow will take a leadership role in carrying out a specialized activity/project (be it research or Extension) in support of one of the priority issues of the SRDC. This year’s Extension projects are listed below.

Rural Community-Based Planning: Developing and Implementing a Tool for County Extension Agents
Gene Theodori and Gregory S. Taylor, Texas Cooperative Extension, Texas A&M University
The primary purpose of this research is to develop and implement a community-based planning process module that county Extension agents, regardless of their subject-matter training and expertise, can employ to assist communities with their attempts to build, strengthen and/or sustain their local and social economic structures.
Economic Development: Strategies and Options for the Rural South

Michael D. Woods, Oklahoma Cooperative Extension Service, Oklahoma State University

This project proposes to build a curriculum for providing educational programs related to local economic development. Actual materials include PowerPoint presentations, handouts, background materials and a teacher's guide. The materials were pilot tested on July 22, 2002, in Meridian, MS, at the Montgomery Institute during a session with the Commission on the Future of East Mississippi and West Alabama.
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Southern Perspectives
This quarterly newsletter features a theme of regional interest in each issue. The hard copy is distributed to nearly 3,400 individuals and to more than 600 electronically. The newsletter is also made available on the SRDC website in PDF format. Newsletter theme published during the past year include:

❖ Special Report: CRED 2002  
Volume 5, Number 3, Spring 2002

❖ Building Financial Wealth in the South  
Volume 5, Number 4, Summer 2002

❖ Latinos in the South  
Volume 6, Number 1, Fall 2002

Millennium Series
The Rural South: Preparing for the Challenges of the 21st Century
The SRDC, along with its partnering sponsors, has continued to discuss the opportunities and challenges to the South’s rural areas in the new century. The Farm Foundation, the USDA Economic Research Service and the 29 land-grant institutions help provide financial support for this policy series. Policy briefs published during the past year include:

❖ Industrial Clusters: Enhancing Rural Economies through Business Linkages  
Eric A. Scorsone  
Number 23, February 2002

❖ The Community-Level Impacts of Economic Development: The Role of Local Labor Market Adjustments  
David L. Barkley, Mark S. Henry and Mellie Warner  
Number 24, September 2002

Food Assistance Needs of the South’s Vulnerable Populations
The SRDC developed a policy series to address issues surrounding the food assistance needs in the South. This special series is funded in part by the Economic Research Service and the Farm Foundation, in partnership with the Southern Rural Development Center.

❖ Faith-Based Food Assistance in the Rural South  
John P. Bartkowski and Helen A. Regis  
Number 2, October 2001

❖ Declining Food Stamp Program Participation: A Concern for the Rural South?  
Bradford Mills, Jeffrey Alwang, Everett Peterson and Sundar Dorai-Raj  
Number 3, December 2001

❖ Do Food Stamps without Education Improve the Nutrient Intake and Food-Related Behaviors of Recipients?  
Katherine L. Cason, Ruby H. Cox and Janie L. Burney  
Number 4, March 2002

❖ The Challenge of Compliance: Food Security in Rural Households Affected by Welfare Reform  
Pamela A. Monroe, Carol O’Neil, Vicky V. Tiller and Jennifer Smith  
Number 5, July 2002
CREATING VIBRANT COMMUNITIES
This publication seeks to paint a realistic picture of what is happening in rural America today and attempts to offer some options for contributing to its economic and social advancement in the years ahead. We argue that a vibrant rural America will depend, in part, on four major elements: (1) expanding the quality of its human capital resources; (2) building an entrepreneurial spirit that supports internal economic development opportunities; (3) enhancing the digital capacity of rural places so they can be players in an increasingly technology-dependent economy; and (4) promoting broad-based involvement of local individuals in the civic life of their communities.

MISSISSIPPI: A SENSE OF URGENCY
This report conveys the findings and the feelings of three rural forums, “Mississippi Leaders: Building Tomorrow ... Today,” to the state’s opinion leaders and decision-makers. Most of the findings are familiar to the state’s agenda-setters, but they bear repeating as a prelude to action.

MAPPING THE ASSETS OF YOUR COMMUNITY: A KEY COMPONENT FOR BUILDING LOCAL CAPACITY
In this material, a procedure for mapping the assets of a community is described. It is a process that can be used in any community and offers an effective strategy for involving a variety of people and organizations in helping bring about improvements in communities. It offers a creative strategy for uncovering the pool of individuals who have the ingredients for taking on greater community leadership responsibilities and discusses the role that community asset mapping can play in promoting the type of community development that is concerned with engaging local people in community enhancement efforts.

RURAL-URBAN CONNECTIONS
This publication is a combination of three publications in one: Key Issues Facing Rural Youth by Daniel F. Perkins, Urban Youth by Anthony J. LaGreca and Annotated Bibliography: Youth Issues compiled by Ronald L. Mullis. In Key Issues Facing Rural Youth, the purpose is to examine the challenges and prospects of youth living in rural areas. In addition, a framework is provided that offers a powerful way of harnessing the energy and potential of youth for the betterment of their own development and the development of the rural communities in which they live. Urban Youth presents a selective introduction to a representative array of considerations paramount to understanding our urban youth. The Annotated Bibliography offers publications dealing with the following youth issues: careers, crime, culture, education, family relations, health, peers, risk and protection, teen pregnancy, technology, and other miscellaneous topics.

◆ WEBSITES ◆
The Center maintains a presence on the Internet to make information about the SRDC and its related activities available.

- SRDC Website - http://srdc.msstate.edu/
- E-Team Website - http://srdc.msstate.edu/e-team/
- CRED Website - http://srdc.msstate.edu/cred/
- Southern PLC Website - http://srdc.msstate.edu/plcsite/
Presentations...

❖ Building Vibrant Economies and Communities in Rural America
  • February 28, 2002, USDA Rural Development Training, Orlando, Florida
  • March 4, 2002, MidSouth Delta Initiative, Little Rock, Arkansas
  • April 22, 2002, National Association of Resource Conservation and Development Councils, Tunica, Mississippi

❖ A Comparative Analysis of Pearl River Community College District
  • June 24, 2002, Pearl River Community College Consortium, Hattiesburg, Mississippi

❖ Examining the Digital Divide: Variations in Computer Access and Internet Use across Nonmetro Regions of the United States
  • February 4, 2002, Southern Rural Sociological Association Annual Meeting, Orlando, Florida
  • August 14, 2002, Rural Sociological Society, Chicago, Illinois

❖ The Future of Economic Development – Rural and Urban
  • January 23, 2002, Florida A&M University

❖ Mapping the Assets of Your Community
  • October 9, 2001, University of Mississippi, Oxford, Mississippi
  • October 16, 2001, Southern Health Institute, Lancaster, Kentucky
  • November 5, 2001, SIRD, Athens, Georgia
  • November 13, 2001, Pennsylvania’s Rural Summit, Harrisburg, Pennsylvania
  • April 19, 2002, Whiteville, North Carolina

❖ Mississippi Leaders: Building Tomorrow ... Today
  • November 19, 2001, Hattiesburg, Mississippi
  • November 28, 2001, Greenville, Mississippi
  • November 29, 2001, Meridian, Mississippi

❖ The Rural Community College Initiative: Next Phase
  • August 5, 2002, Southern Association for Community College Research, Hot Springs, Arkansas

❖ SRDC Update
  • January 17, 2002, National Program Leadership Committee, Gulfport, Mississippi
  • April 3, 2002, Southern Extension/Research Activity (SERA)-19
  • April 15, 2002, Association of Southern Region Extension Directors
  • September 23, 2002, Association of Southern Region Extension Directors and Association of Extension Administrators, St. John, U.S. Virgin Islands
The following chart outlines the major activities of the SRDC over the past year and delineates the specific priority issues to which these activities relate.

Priority Issues

Priority 1  Strengthen the engagement of rural people and organizations in the civic life of their communities.

Priority 2  Promote sound rural economic and workforce development strategies that improve job quality and the competitiveness of workers in the rural South.

Priority 3  Assist rural communities in developing sound strategies for addressing the challenges associated with the expansion of urban and suburban localities into rural areas.

Priority 4  Expand efforts to improve health care access in the rural South and explore strategies for reducing the prevalence of food insecurity and hunger among the region’s most vulnerable rural populations.

Priority 5  Explore the prevalence of a “digital divide” among various populations and communities in the South and assist in the development of educational programs that advance the information technology capacity of rural people and places.

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<th>Activity</th>
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<td>Educational Outcomes of Rural Youth</td>
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<td>Mississippi Development Authority</td>
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<td>Sustainable Communities Innovations Grants</td>
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<td>Senior Fellows Program</td>
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<td><strong>Extension Activities</strong></td>
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<td>E-Commerce: Impacting the Way We Do Business!</td>
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<td>Southern Extension Health Institute</td>
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<td>Southern Institute of Rural Development</td>
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<td>Improving Board &amp; Organizational Effectiveness</td>
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<td>Southern Region Community Development Institute</td>
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<td>Business Retention &amp; Expansion</td>
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<td>Ford Foundation Rural Community Initiative</td>
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<td>Rural Community College Alliance</td>
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<td>Mississippi Leaders: Building Tomorrow...Today</td>
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<td>Senior Fellows Program</td>
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<td><strong>Educational Workshops</strong></td>
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<td>Strengthening Communities: Enhancing Extension’s Role (CRED)</td>
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<td>Joint Southern Region Program Committee</td>
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The SRDC has enjoyed a record level of funding in FY2002. The Center’s base funding remained stable at the $270,276 level. However, the Center was able to capture a sizable level of extramural funding to support its work over the past year. Major grants/contracts were awarded to the Center from the Ford Foundation, the Economic Research Service/USDA, the Cooperative State Research, Education and Extension Service (CSREES), the Farm Foundation and the Rockefeller Foundation. Extramural funding approached the $824,000 mark. The SRDC is grateful to those agencies and organizations for making a financial investment in the work of the Center.

Total FY2002 Funding: $1,094,052
The ten-member Board of Directors is composed of four representatives from extension (three from 1862 institutions and one from an 1890 institution) and four representatives from research (three from 1862 institutions and one from an 1890 institution). One representative is from the Farm Foundation, and one is selected from the private sector. Each member serves for a term of three years. Current members are as follows:

Walter Armbruster  
Farm Foundation

William H. Brown  
Louisiana State University

Lawrence Carter  
Florida A&M University

Carter Catlin, Jr., Chair-Elect  
Tennessee State University

Margaret Hale  
Texas A&M University

Ex Officio:  
Sally Ward Maggard  
USDA-CSREES

Susan Jenkins  
Cherokee Preservation Foundation

Joseph H. McGilberry  
Mississippi State University

Roland Mote  
University of Tennessee

Paul Warner, Chair  
University of Kentucky

Vance Watson  
Mississippi State University

David McGranahan  
USDA-ERS
The Technical Advisory Committee of the Board advises the SRDC Director in the development of priority goals and strategies for the Center. The committee seeks suggestions and support from the directors and administrators of the various state extension and research units in the region, from Land-Grant faculty, and from rural development stakeholders. The committee reviews the proposed direction and activities of the Center and makes recommendations to the Board of Directors. The committee meets annually. Current members are as follows:

**1862 EXTENSION**

Leon Danielson *1999-2002*
North Carolina State University

Beth Duncan *2001-2004*
Mississippi State University

Gregory Taylor *2000-2003*
Texas A&M University

**1890 EXTENSION**

Charles Q. Artis, Chair *1999-2002*
South Carolina State University

Mabel Diane Edlow *2000-2003*
Florida A&M University

*New person to come*

**NON LAND-GRANT**

Kenneth Fern, Jr. *1999-2002*
Southern Legislative Conference

Frank Garcia *2000-2003*
South Carolina State Rural Development

Sarah Rubin *2001-2004*
MDC, Inc.

**1862 RESEARCH**

Arthur G. Cosby *2000-2003*
Mississippi State University

Bradford Mills *2001-2004*
Virginia Polytechnic Institute and State University

Lori Garkovich, Vice Chair *1999-2002*
University of Kentucky

**1890 RESEARCH**

Yvonne Oliver *2001-2004*
Fort Valley State University

Alfred L. Parks *2000-2003*
Prairie View A&M University

Alton Thompson *1999-2002*
North Carolina A&T State University

**ADVISOR**

Carter Catlin, Jr.
Tennessee State University
Partners...

In addition to the 29 land-grant universities that the SRDC works with on an on-going basis, the following represents the host of organization the SRDC has worked closely with during the past year.

Appalachian Regional Commission
Commission on the Future of East Mississippi and West Alabama
Community Development Society
Delta Regional Authority
Emory University
Farm Foundation
Ford Foundation
Heartland Center
Lower Pearl River Valley Foundation
Maddox Foundation
MDC, Inc.
Mid-South Delta Consortium
Mid-South Center for Rural Community Colleges
Mississippi Department of Human Services
Mississippi Development Authority
Montgomery Institute
National Center for Small Communities
National Rural Development Partnership
Regional Rural Development Centers
Northeast Regional Center for Rural Development, North Central Regional Center for Rural Development, Western Rural Development Center
Rockefeller Institute of Government
Rural Community College Alliance
Rural Community College Initiative
Rural Development/USDA
Rural Policy Research Institute (RUPRI)
Rural Schools and Community Trust
Social Science Research Center
Southern Growth Policies Board
Southern Legislative Conference
University of Alabama
University of Mississippi
USDA Cooperative State Research, Education and Extension Service
USDA Economic Research Service
USDA Forest Service
USDA Rural Development
U.S. Department of Labor
W.K. Kellogg Foundation
Center Staff...

Lionel J. (Bo) Beaulieu
Director

Alan Barefield
Associate Director

Bonnie P. Teater
Assistant to the Director

Emily Elliott Shaw
Writer/Editor

Christine Fleming
Administrative Secretary/Accounting Assistant

Angie Forrester
Administrative Secretary

Harry Vogel
Research Associate

Terri Canaday
Graduate Assistant

Michelle Yankee
Publications Assistant