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Information For Contributors

Feature articles highlight research or programs of merit as examples to professionals, researchers and educators in rural development in the southern region. They should deal with one area or subarea of the four major concerns of rural development outlined by USDA:

Community Services and Facilities
People Building
Economic Improvement
Environmental Improvement

Opinion articles examine critical issues confronting Research and Extension practitioners in rural development, emphasizing implications for program planning and research.

Research notes are brief summaries of empirical research projects underway or recently completed.

Program notes are brief summaries of noteworthy rural development educational or assistance programs.

News and notes reports events and personalities of interest to the region.

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The Southern Rural Development Center, one of four such centers in the nation, focuses on specific rural development problems of the region. It serves the thirteen southern states and Puerto Rico by developing knowledge essential to rural development and by providing technical consultation where needed.

The SRDC is jointly sponsored by Mississippi State University and Alcorn State University. Its clientele is the Research and Extension staffs of the 27 land-grant institutions with rural development or community resource development responsibilities.

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SPRING/SUMMER '76 VOL.1 NO.2
A Bridge Of Hope
In Puerto Rico

A bridge can be something more than a cold structure of sand, gravel, cement, and iron bars. It can also represent hope for a better life, as it does to the low-income families of Cerro Gordo, an isolated community in the municipality of Aguada, Puerto Rico.

For many years families in Cerro Gordo have endured extreme poverty, largely because of their isolation from services and markets provided in nearby Aguadilla and Mayaguez. They could see the nearby towns from their mountain-tops and Highway 2 across the Rio Canas — so near yet so far.

Instead of just accepting the situation as hopeless, the Cerro Gordo citizens decided to help themselves. The result was two new bridges and a road linking the people with the "outside" world where jobs, health care, education, credit, and governmental assistance became available to them.

How did they tackle their problems? Working with their local Extension office they received help from both Extension and Research workers in the University of Puerto Rico's Title V program.

Community meetings were held. Problems were identified. Priority problems were selected, and action began. Transportation was the number one priority, followed by health and nutrition. The river was their enemy, especially at flood time. The roads were mostly trails, often impassable to all but jeeps. The people needed a bridge and a road.

While Extension helped organize community meetings and activities, Research personnel inventoried the number of families, the state of health, literacy, and difficulty in transportation for background information.

The people wanted to help themselves, and they did, giving their labor for construction of a $57,000 bridge to connect with Highway 2. The residents' labor saved $12,000, a real sacrifice since as heads of very poor families they could have used this time to earn money to meet their families' basic needs.

The bridge has literally opened the way to a new life for these people. No longer isolated, they can now easily travel to stores and markets using their food stamps to provide healthier diets. They are remodeling their homes and kitchens, cooking on stoves instead of hot stones, and taking the sick to doctors and clinics in town. School children in higher grades are traveling outside the community by bus, and a pipeline now brings clean water to the homes.

Lalo Perez, chairman of the Citizens' Steering Committee, said, "The new bridge opened the doors of the community of Cerro Gordo. Our people can now benefit from services which other Puerto Rican communities have enjoyed for years."

Here are some accomplishments:

- Two bridges and more pavement enabled residents to drive all the way through the community.
- An association for a straw hat handicraft industry.
- A rural water system, partially installed.
- Seventy-six youths were able to travel to earn $1.60 per hour for summer work.
- Older youths are learning to read and write after dropping out of school.
- Thirty-two families are enrolled in a self-help housing program; 14 families have built new homes; 18 families have started home gardens; 36 families have built new latrines; 28 families have modernized theirs; 23 families now have their own motor transportation.

The mayor of Aguada, Mrs. Mable Velez Acevedo, enthusiastically endorsed the project. "Cerro Gordo can serve as a shining light for Puerto Rico's other isolated communities," she said. Many local, state, and federal agencies were brought in — including VISTA workers assigned to help with gardens for better vegetable intake in diets. Mr. Efrain Figueroa-Perez, Ares Extension CRD Agent, was proud that "together Cerro Gordo leaders and I made plans, knocked on doors, and aggressively looked for help. The agencies were impressed with the people's sincere determination to help themselves."

While these accomplishments are excellent, the major one has been an attitude change — from despair to hope. A trip through this revitalized community shows not just the new structures, appliances, and buildings, but the heartbeat beneath. One sees homemakers discussing family life problems with the social worker, the VISTA volunteer working side-by-side with a home gardener, a man eagerly asking for handicraft instruction so he can earn more money, children who used to have to wait for floods to subside clambering across the bridge and up the road to their homes.

For their contribution in assisting with this project, the Cerro Gordo Community Extension Team received the U.S. Department of Agriculture Unit Superior Service Award in May 1976. Team members Efrain Figuroa-Perez, Extension Agent, and Yolanda Rivera de Sanchez, while in Washington to receive the award, conducted seminars sponsored by the CRD staff to demonstrate how the team approached the problems by means of education and action programs to help the people. Their award citation reads:

For their contribution to the planning and development of the Cerro Gordo isolated community, creating new jobs, increasing family income, and improving living conditions.

And on it goes — one action leading to another. A new start, a new way, a bridge to a better life for the families of Cerro Gordo. A bridge of hope.
Getting Organized For Industrial And Community Development
A Model In Southeast Georgia

By Lanny Huel
Area Agent, Community and Rural Development
Cooperative Extension Service
Waycross, Georgia

A n areawide economic development committee, unique in Georgia, has brought leadership and direction to programs for improving the economy in an eight-county Southeast Georgia area.

The site of the University of Georgia’s Title V rural development program, this area ranks as one of the poorest rural areas in the nation. The work of this area-wide committee provides a valuable example of the process where a University Title V program and an area planning and development commission (APDCC) have played supportive and complimentary roles in aiding substantial economic development.

Roles
A brief explanation of the roles and structures of the Southeast Georgia APDCC and the Title V program is first needed to describe the process of working together. APDCCs in Georgia have been organized since 1962; 18 of them cover the entire state. Comprised of boards of directors, representing the cities and counties of the governments within the area, and a professional staff, they have concentrated on the roles of physical planning and grantsmanship.

The University of Georgia Title V Rural Development program has been in operation since June 1974. Personnel include an economic analyst located in Athens with the Agricultural Economics Department and a Cooperative Extension Service Area Specialist in community and rural development who is housed with the Southeast Georgia APDCC. Resources of the Extension state staff community and rural development specialists and other university resources are utilized whenever possible to assist in educational efforts, such as for seminars on housing, small business development, land use, and downtown revitalization. Organizational assistance has led to creation of a wide array of community development organizations, such as Bicentennial Commissions, recreation commissions, and rural development committees. The ultimate aim of the Extension effort is helping to equip local leaders to provide the means for those communities to meet their needs on a continuing, long-term basis.

The idea for the areawide economic development committee originated with the APDCC. In the Spring of 1975, the role of APDCCs throughout the state was beginning to come under question, and the Board of Directors favored a more action-oriented approach to development. Serious rethinking of priorities hinged on the types of service the APDCC would render.

Economic Development
Economic development came out on the top of the list. To reflect this priority a new economic development committee on the APDCC Board of Directors was organized to determine an economic development strategy and methods of implementation.

The Extension Service provided this new committee with the timely ammunition to develop its strategy further by means of an industrial development seminar presented in cooperation with the APDCC and the area’s Chambers of Commerce. Professional industrial developers from power companies, the state government, railroads, an investment company, and the University of Georgia provided the expertise; area community and rural development specialists arranged for two community leaders to present case studies on their industrial development programs. The Title V economic analyst pinpointed the type of industries which might be attracted to the area. The chairman of the economic development committee explained the concept of areawide economic development planning to the 40 leaders who attended. The idea received a good response and the APDCC proceeded with plans to get it organized.

Three leaders from each county were asked to be on an areawide committee which would advise and work with the new APDCC committee on implementing projects to improve the area’s economy. Many of these leaders were young people who had led organizational efforts in individual communities.

Working with many different agencies, the APDCC developed an initial strategy for economic development:
(1) an effective industrial development sales team in each community would need to be trained, and
(2) assistance would be given to individual community betterment programs. An economic input-output model developed by Title V research pointed out the area’s economic strengths and weaknesses.

Strategy
This strategy was agreed upon at the first meeting of the areawide economic development committee. A long, intensive course to train interested area leaders in industrial development is now being arranged. Assistance is being given to individual community betterment programs. New Title V research is focusing on the manpower resources of the area.

Throughout the process of the development of the committee the Title V program has complemented and supported the roles of the APDCC. It has created and provided timely information and grass roots leadership development. The most important sign of continued favorable change to come in Southeast Georgia shows in attitude. As the old proverb says, "Lack of confidence is not the result of difficulty; difficulty comes from lack of confidence."
Jobs + Incomes = Economic Growth

By Dr. Leo J. Gunby
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unemployed, and looking for a good steady job... all too often the case in rural areas.

The people of LaSalle Parish, Louisi-
ana, decided to do something about this bleak picture. A predominantly rural area located 40 miles from the nearest urban area, the parish had a population of 13,912 in 1974. The economy, based on timber and limited agricultural enter-
pries, offered limited prospects for growth in number of jobs available to residents.

The people of LaSalle Parish believed they had something to offer industry besides a work force — a spirit of cooperation to make it easy for firms to locate there. They were determined to find a way to demonstrate to various manufacturing companies that they would be welcome in LaSalle Parish.

Industrialization Program

Local groups provided organization and planning to “sell” their area to man-
facturers. While actively supported by local public and Extension Service offi-
cials, primary leadership came from the LaSalle Parish Development Board. Other local, regional, and state groups partici-
pated, including the Louisiana Depart-
ment of Commerce and Industry, the

Kitatchie-Delta Regional Planning and Development District, Inc., and the Rural Development Com-
mmittee of LaSalle Parish.

Promotion and Incentives

A promotion team of local officials, businessmen, and citizens boosted the area in discussions with industry repre-
sentatives. Combining this promotion with financial incentives, area towns offered to provide public services needed for operation. Also:

• In two cases additional water towers had to be constructed to provide water pressure to meet insurance requirements for industry.
• The town of Jena passed an $800,000 bond issue to finance a loan for one of the plants to purchase its site and con-
struct and equip its facility.
• Parish voters passed a $1 million bond issue to finance a similar industry’s move, even though the firm was able to provide its own financing. This good faith greatly influenced the firm’s decision to move.

Economic Benefits

People of LaSalle Parish are enjoying good returns on their investment of money and effort. Since 1969, the Parish has attracted five new industries employ-
ing 1,246 people, with a payroll of about $9.5 million in 1973. For its industriali-
ation program, in 1972 the Parish Rural Development Committee received the USDA citation as outstanding rural development county committee in the nation. A study by the Department of Agricultural Economics and Agribusiness, Louisiana Agricultural Experiment Station, has demonstrated the concrete benefits to area citizens.*

Employment. A 1974 survey of employees indicated that 76% of the new jobs brought by industrialization went to parish residents. About a third of these were people who moved into the parish to take these jobs, increasing population by 1,065. About 64% of the new indus-
trial employees were under thirty, showing that new employment oppor-
tunities can cut down on migration of young people from rural areas.

Salaries. Fifty-five percent of the new employees were unemployed before their new jobs were opened. Even for the other 45% who held jobs, these new jobs offered employment for a greater number of hours per week. Monthly salaries in-
creased by almost 11% over those from previous employment.

Local impact. Industrialization’s primary impact can be measured by employment of workers from the local labor force. Some 374 of every dollar spent by the new manufacturing firms went for employment of workers in the local economy — about $7 million in wages to local residents. Five million dollars went directly into the parish economy for purchases of goods and services from local merchants.

Other sectors. Money coming into an economy trickles down to benefit many other sectors. For example, the new manufacturing firms made direct pur-
chases from other local sectors of 234 out of every dollar spent. Combined with direct payments to other employees and interrelationships of the parish economy, output/ manufacturing $1 in sales... output/ local business $1.25 in sales households

This increase in economic activity has obviously aided the total economy, not just those sectors from which firms made direct purchases.

Snowball Effect

Once something good gets going, it gets better. In LaSalle Parish, 29 busi-

nesses have opened or expanded since the advent of the industrialization program.

A survey of these businesses showed that more than 150 new employees had been hired since 1969. The benefits of eco-

nomic growth and employment opportu-

nities have been snowballing, showing gains outside of the direct influence of the manufacturing firms.

In addition, the industrialization pro-

gram has profoundly affected local atti-

dudes. Businesses and residents are pro-

oundly aware of the economic growth, and employment opportunities have been snowballing, showing gains outside of the direct influence of the manufacturing firms.

The example of LaSalle Parish shows how a rural area can truly invigorate its economy. Thanks to the dedication of local officials and citizens in attracting and assisting new industries, what was once just a wish has become reality.

*For further details, see Eugene Stephen Rosner, The Economic Impacts of Industrialization on a Rural Louisiana Economy: LaSalle Parish, M.S. thesis, Department of Agricultural Economics and Agribusiness, Louisiana State University, 1976.
Meeting The Manpower Needs Of Rural Texas

The High Plains Manpower Project

By Dr. Richard L. Floyd
Area Economist - Labor
and G. Richard Wetherill
Extension Assistant
Texas A & M University

Unusually it's people looking for jobs, but in Texas jobs have been looking
for people.

In 26 counties of the Texas Panhandle
during November, 1973, Texas Employ-
ment Commission managers, Chamber of
Commerce managers, and manpower
planners foresaw 9,000 job openings for
1974 and 1975 going unfilled for lack of
qualified personnel.

The region of Texas has recently
boasted a 3.25% unemployment rate,
thanks to continued economic expansion.
Previous efforts to deal with labor short-
ages, though, had been localized and
uncoordinated. Results were disappoint-
ing. One city advertised in major state
newspapers, and even out of state, and
another offered a cash reward for each
new employee brought in to meet
industry needs. What new methods could
be found to meet the Panhandle
manpower shortage?

A project of the Texas Agricultural
Extension Service and Agricultural
Experiment Station at Texas A & M
University received funding under Title V
of the Rural Development Act of 1972 to
match people and jobs. The project led to
creation of a job clearinghouse—sort of
a local employment service for the area.
The story of its success should provide
some substantial help for other efforts to
bring together jobs and people.

Background and Planning

Research and Extension personnel
joined forces to assess the employment
situation and develop plans for meeting
local needs. Specialists conducted a two-
county survey in cooperation with local
leaders. The surveys identified about
1,200 nonagricultural vacancies. Ochiltree
County (population 9,701), for example,
ultimately filled vacancies by informal
means, and lacking a local office of the
Texas Employment Commission, most
employers learned of available employees
by word of mouth.

Job Clearinghouse

Employers and job-seekers needed
information about each other. A formal
organization would make it easier to
match jobs and workers. Still more
problems complicated the situation. During
late 1974, national economic conditions
created a crisis in the cattle industry;
three major area employers faced bank-
ruptcy. Firms lost profits, employees lost
wages, and the community's economic
base was depressed. When the slump hit,
the Panhandle Region's problem
substantially. No longer did employers
need to relocate workers from outside the
region to go to the Panhandle to work
and live. Since the slump decreased the
manpower shortage considerably, the
program became one of intraregional
manpower development and placement.

The Ochiltree County labor-demand
survey results indicated that an employ-
ment clearinghouse could provide answers
and assistance to employers as well as
to local business and development efforts.
These results convinced county leaders
of the need for a localized and personalized
job clearinghouse.

Extension specialists provided person-
nel training, organizational format,
and forms for establishing a local employment
service. Free of charge to area residents
and employers, the service is sponsored
by the Ochiltree Chamber of Commerce;
CETA funds were made available for an
employment aide.

Results

During its first 12 months of oper-
ation, the service has taken 541 appli-
cations, referred 415 (77%) to possible
jobs, and directly placed 197 applicants
(38%) in available positions. Of those
placements, 170 were nonagricultural and
27 were agricultural. In addition, 72
applicants found their own jobs and 13
were referred to manpower training pro-
grams.

Rapidly becoming the focal point of
the local labor market, the employment
service also provides a valuable link to
other human resource programs such as
referrals to rehabilitation and training
programs and drug abuse and welfare
counseling. In October, 1975, Harnford
County (total population 6,361) initiated
its own employment service. Several
other counties in the region are currently
looking into the possibility of establishing
their own employment services modeled
on the successful operations in Ochiltree
and Harnford Counties.

Title V in Texas

In each county of the Panhandle pro-
ject area the County Program Building
Committee identified problems, set pro-
gram priorities, and moved programs
along. The Committees in the area were
keenly aware of the manpower shortage
problem and eager to get a High Plains
Manpower Project underway. Funding
under Title V was approved in April
1974.

Research-Extension cooperation con-
tinues to prove a keystone to the project.
Researchers are documenting current
labor supply-demand relationships and
measuring economic and social impacts
of manpower programs. In addition to li-
aison and coordination of the project,
Extension personnel assist area leaders in:
(1) selecting and organizing community
structures for planning and implementing
the program, (2) developing a manpower
program meeting specific area needs,
based on research results, and (3) locating,
sembling, and coordinating private and
public resources essential for a suc-
cessful program.

Five Objectives

The project has set five specific objec-
tives:

• Determine manpower needs by cate-
gories, available manpower, and sources
of manpower outside the area.

• Develop and evaluate recruiting and
screening programs.

• Coordinate searches by area employers
and agencies to develop manpower and
personnel management training programs.

• Orient and counsel relocated workers
and their families to aid adjustment to
the new community.

• Evaluate the social and economic
impacts resulting from expanded employ-
ment.

The Manpower Project Today

The project now stands at a halfway
point. Its success has helped employ-
ers and employees in the Panhandle adapt
to dynamic social and economic change.
One example of the continuing program
of this project is a monitoring of labor
supply in a six-county area. By providing
the most current information, Extension
and Research efforts can keep pace with
the changing dynamics of this most unusual
manpower situation.

*For full details on uses and implementation of
this employment service clearinghouse, see
Richard L. Floyd, Employment Service: Pro-
viding a Local Clearinghouse, Fact Sheet
L-1405, Texas Agricultural Extension Service,
Texas A & M University.
Ranking Rural Development Priorities Among Local Groups

By Dr. George F. Smith  
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and Dr. Thermes H. Kinloch  
Assistant Professor of Agricultural Economics and  
Rural Sociology  
The University of Tennessee

Meeting the needs of rural communities with programs of assistance sounds just like matching two halves of a whole. Ideally, they fit perfectly. But rural development practitioners know that it’s not always that easy.

The first barrier to be overcome is determining just how and where and why rural people need and want assistance. This barrier can easily become insurmountable without an accurate reading of local rural development priorities.

Determining local needs and establishing priorities among them means finding out what people agree upon. Research at the University of Tennessee, conducted as part of the pilot program under Title V of the Rural Development Act, set out to do just that. Their study attempted to gain insights into local views of development problems and differences in perspective among rural people.

Measuring Priorities

The authors undertook this project in the Fall of 1974 with the assistance of Roger Brooks and Roger Thackston, Extension Resource Development Agents. They intended to learn more about rural development priorities in local communities to aid decision making. Other states, including Louisiana, North Carolina, and Virginia, have done research along these lines. However, the Tennessee project compared the views of different groups within the same rural area.

Although the research project is still underway, findings from a pretest have been something of a surprise. Various community groups seem to view rural development priorities sometimes in strikingly similar and sometimes very different ways. In this project, three groups of people in the pilot counties were given a list of 29 needs and asked to rank them according to perceived importance in their counties:

- leaders nominated by county rural development committees;
- high school students; and
- randomly selected permanent residents.

Needs List

The needs list covered a broad spectrum of possibilities, ranging from “have more medical services available” through “provide training so people can obtain better jobs” to “improve TV reception.” The people interviewed were asked to identify important needs and score them in importance by percentages. Responses were converted to a standardized index for comparison.

Leaders were asked to respond both as they believed the people in the county felt and as they personally believed.

The students and residents were asked only about their personal belief.

Results

The permanent residents ranked in general to rank needs related to public services as higher in priority than needs related to personal gain, such as expanded employment and increased wages. Remember that the typical resident was the head of an established household; people dissatisfied with local incomes might work abroad. Development projects probably would have left the area and thus not be represented in the sample.

The leaders followed the same general pattern of responses. When asked to answer as they believed people in the county felt, the leaders’ ranking came close to that of the residents. Perhaps rural leaders do a good job of representing local views. Their plans, then, would not be out of step with the desires and aspirations of rural residents.

While the overall ranking of needs was similar among groups, the high school students interviewed tended to differ with the other groups on certain items. For instance, increases in local recreational facilities, job opportunities, and wages, and fairness of law enforcement ranked higher among students. Controlling inflation, assessing taxes, and expanding local farm markets were not as important to them as to the other groups. One interesting result: the students ranked environmental protection as a low-priority need – as did the other two groups.

The Lack Of Correspondence In Social Research To Field Situations

By Dr. Kenneth E. Pigg  
Extension Sociologist  
University of Kentucky

Whenever Extension agents and Experiment Station researchers get together, the comment heard most often is usually: “The research you are doing doesn’t have any relevance to the problems Extension agents actually face in the field.” Sadly, this criticism usually has more than a little truth in it. In fact, it can be surprising when research can find some practical usefulness in operational situations. Of course this applies more to sociological research than to research on technical problems in agricultural production. Exploring some of the reasons for the lack of correspondence between the “problem” and the “research question” should give a better understanding of the researcher’s situation by field staff and eventually bring the interests of researcher and user closer together.

Why does a researcher pick the questions he does? The topics he selects are a function of his professional training, the institutional environment in which he works, the administrative structure of which he is a part, and the requirements of his professional field.

The old cliché about “publish or perish” may be trite, but its impact on the researcher is not. He is restricted in the topics he can choose for research to those of sufficiently broad interest in his discipline to justify publication of the research results. Without being able to demonstrate to his administrative level the ability to publish in professional journals, the researcher will be unable to continue in his research role. Whenever practical or field problems cannot be stated in broad terms, they will very likely be ignored in favor of those which can.

Another constraint on the researcher is his own personality. In order to maintain his professional integrity, the researcher must pursue research topics which fall within his general area of expertise and to which he can apply the kinds of methodological training he has received. Without recognizing this constraint, the credibility of the researcher falls into disrepute; the information he might provide to a field worker concerning a community development problem would be very poor if that researcher were trained primarily to study the attitudes and motivations of individuals with regard to technological change. When such a problem occurs, the agent is unlikely to call again upon the researcher for assistance, the institution of which he is a part suffers, and the eventual quality of the local program suffers.
Update: Functional Networks

The last issue of Rural Development Research and Education reported the formation and operation of three SRDC Functional Networks. Ten Networks are now in operation; this is an update report.

Networks have different assignments but a common purpose—to catalog and evaluate the current state of research knowledge in one area or sub-area of high-priority questions of rural development. Networks have begun at various times upon recommendation of the SRDC Advisory Committee and approval of the Board of Directors.

The goal—regional participation in research and information dissemination. The means—involvement of professionals and educators throughout the region in synthesizing past and ongoing research. They will then be available for consultation, workshop teaching, and writing to make their findings available to practitioners throughout the South.

The Center will be publishing Network bibliographies as a series issued over the next several months.

The breadth of regional involvement in the Networks yields these totals: 94 professionals, representing 13 southern states, are participating; some 49 institutions, of which 23 are 1862 Institutions and 19 are 1890 Institutions, are cooperating with support for Center Associates, who lead the Networks and their members; and about 46 researchers and 31 Extension personnel have taken part.

Small Farm Operations

Center Associate: Dr. W. Arden Colette, Assistant Professor of Agricultural Economics, University of Florida.

Network members: Dr. James Morton, Department of Agricultural Economics, University of Tennessee; Dr. James Nelson, Oklahoma State University; Dr. James Mallory, Texas A & M University; Dr. Kenneth Pigg, University of Kentucky; Dr. Charles Pigg, Extension Sociologist, University of Kentucky; Dr. Melvin E. Walker, Jr., Poverty Cycle Project, Fort Valley State College; Dr. Charles D. Whyte, Bureau of Economic Research and Development, Virginia State College; and Dr. Harry Williamson, Jr., Tuskegee Institute, Center for Rural Development.

Research goals: The Network has divided low-income farm operations into four general categories: 1) subsistence level farms, 2) part-time farmers, 3) full-time farms producing income above the poverty level but less than expected in other sectors of society, and 4) farming as a hobby. Despite a wealth of technical and scientific knowledge to aid production farmers, researchers and Extension workers need to know why existing knowledge has not been widely used by small farm operators. The Network seeks to provide a better idea of the typical situation and motivation of the small farmer. How and why does he limit the size of his operation? How knowledgeable about farming is he, and how willing to take risks to improve income?

Is he satisfied with his margin of profit?

Progress report: Screening of literature has revealed that a great deal more research has been accomplished in this area than originally believed. The bibliographic will categorize and evaluate this research to shed light on problem questions. A preliminary workshop was held in May for Network members.

Industrialization of Rural Areas

Center Associate: Dr. Eldon D. Smith, University of Kentucky.

Network members: Dr. Brady Deaton, Department of Agricultural Economics, University of Tennessee; Dr. James Nelson, Oklahoma State University; Dr. James Mallory, Texas A & M University; Dr. Kenneth E. Pigg, University of Kentucky; Dr. Taylor Byrd, Alabama A & M University; Mr. Rex Wesley, University of Kentucky; Dr. Lon Cauley, Economic Research Service, USDA; Mr. J. H. Pensam, Extension Service, USDA; Mr. Terrell Slaton, Kentucky State University; Mr. Ronald Morgan, Kentucky Department of Commerce; Dr. Craig Inlander, University of Kentucky.

Research goals: For nearly three decades there has been active interest in possibilities of industrial development in rural areas as a partial solution to the problems of concentration of low-income families in small towns. To provide a means for ready access to available knowledge would be an invaluable contribution. Complementary training and self-study guides to utilizing this research material are needed to help Extension specialists and county personnel work effectively with client groups.

Progress report: Funded in January 1976, the Network has assembled a bibliography of more than 1000 items. Useful contacts have been made with community resource development adminis-
trators and specialists throughout the country. Data are being analyzed to provide a more reliable basis for selection among types of industries in recruitment programs. General plans for an experimental extension program to implement effective self-studies by community leaders are underway.

Health Care and Rural Development

Center Associate: Dr. R. David Mustian, Associate Professor of Sociology and Anthropology, North Carolina State University.

Network members: Mr. Dean E. Barnett, Oklahoma State University; Dr. Lawrence Clinton, East Texas State University; Dr. Harold B. Crawford, Prairie View A & M University; Mr. Howard Ladewig, North Carolina State University; Dr. Freddie Richards, Kentucky State University; Dr. Andres Steinmetz, University of Virginia; Mr. G. Richard Wetherill, Texas A & M University; Dr. Gerald C. Wheelock, Alabama A & M University.

Research Goals: Understanding the magnitude and type of future rural educational needs is essential to rural development planning. Since 1970, the reverse flow of migrants to rural areas has heightened the importance of a fresh look at proposals and techniques for determining needs. This Network seeks to interpret implications for the role of land-grant university research and extension in determining needs and evaluating solutions with regard to financing and programming rural education at local, state, and federal levels. It will inventory suggestions and techniques for best use of accumulated research knowledge.

Progress report: After beginning in February 1976, the Network held a first meeting in May. The first issue of a quarterly newsletter, with a circulation of 600, was published in April. A library media specialist and research associate in Agribusiness Education are assisting part-time in the Network project.

Three Networks have been formed this spring and summer. Still in the formative stages, their membership has not yet been set, and they have not yet begun intensive data analysis.

Impact of Governmental Transfer Payments on Human Resource Development

Center Associate: Dr. E. Even Brown, Professor of Agricultural Economics, University of Georgia.

Research goals: This compilation and data synthesis have never been attempted before. Examples of transfer payments include Farmers Home Administration housing loans and grants, food stamps, school breakfast programs, Rural Electrification loans, Minority Business Enterprise assistance, and public health services. The Network will evaluate the benefits and problems of these types of assistance programs to provide valuable information to agencies and other organizations.

Solid Waste Disposal and Financing

Center Associate: Dr. Michael S. Saltik, Assistant Professor of Agricultural Economics, Oklahoma State University.

Research goals: Solid waste system planning is an area in need of research synthesis. Complexities that arise in the design of waste systems and evaluation of available alternatives in planning such systems make it necessary for community planners to have the fullest information to fit their individual needs. Incorrect solutions are costly and inefficient. For rural communities, financing systems of this magnitude is difficult and often impossible; analysis of financing schemes is thus crucial. All of these findings need to be compared and analyzed and current principles extracted to provide insight for solid waste system planning and future research directions.

Recent Housing Research Relevant to Rural Development

Center Associate: Dr. Savannah S. Day, Associate Professor, School of Home Economics, Florida State University.

Research goals: The work of this Network was begun during the past year as a separate research project. The project has received Network funding to assist completion, since the results would be applicable to the entire southern region. As a Network, it will function only for a five-month period. Its primary objective is to develop a model to inventory, review, and synthesize housing research related to rural development.

Three Networks received a full report in the first issue of Rural Development Research and Education. To catch up on progress:

Inventory and Appraisal of Research Concepts, Methods, and Results in Land Use Issues

Center Associate: Dr. Burt F. Long, Associate Professor of Agricultural Economics, Virginia Polytechnic Institute and State University.

Progress report: Aided by a classification and cataloging system developed for this project, the Network has completed a bibliography including about 300 publications which have been reviewed and evaluated. A workshop is tentatively scheduled for the fall, to be coordinated with meetings of other regional committees. Research projects in the region are being categorized in a separate publication, which may include major papers prepared for the workshop.

Citizen Participation in Rural Development

Center Associate: Dr. Donald Voth, Assistant Professor of Rural Sociology, Department of Agricultural Economics and Rural Sociology, and Mr. William Bonner, Chairman of the Extension Division of Community Affairs, University of Arkansas.

Progress report: This Network bibliography is also under completion. It will include approximately 1,000 items classified into 36 subtopics for separate analysis. For example, one category treats "War on Poverty" and "Model Cities" programs. The Network will make a panel presentation to the 1976 meeting of the Community Development Society, and a workshop based on final results will be held in the fall.

Evaluation of Research Literature in Rural Development

Center Associate: Dr. Arthur G. Cosby, Associate Professor of Rural Sociology, Texas A & M University.

Progress report: An interim bibliography will be ready for press in the near future, including over 600 references. The final bibliography will contain 500 of the most significant sources. Because of the volume of regional interest in the topic, this Network has begun publication of an evaluation newsletter distributed quarterly. Four additional papers (e.g., "Citation Setting") have been prepared and circulated to foster discussion of philosophies and concepts of evaluation, alternative modes of evaluation, and research responsibilities of the evaluators.
The Appalachian Community Impact Project

By Dr. Mike Duff
Specialist for Development
Cooperative Extension Service
University of Kentucky

In Kentucky they're called "para-professionals." This well known and successful program used non-professional people working person-to-person in the local communities to extend knowledge and assistance from professionals who might otherwise not be welcome. Extension selected Perry, Breathitt, and Leslie Counties in Kentucky for the paraprofessional project, beginning in 1989. In this rough, mountainous terrain, conditions of poverty which characterize rural America most profoundly characterized these communities.

The job of the paraprofessionals was to help local people in:
- Learning techniques of group organization and activity.
- Finding ways to improve the local economy.
- Bringing together community leaders and professional resource people.
- Improving local social institutions.
- Developing more self-realization and self-reliance.

Six non-college graduates, indigenous paraprofessionals, were employed to work in the experimental communities. Usual Extension personnel continued to be available to all of the communities. Professionals, responsible for administration and teaching technical subject matter, served as backstops to the "community contacts."

The results of the program have been verified by formal evaluation. For the first time, some of these people have taken stock of the human and economic resources available to them for community development. Using the professional assistance made available to them by the community contacts, they have set and achieved remarkable local goals.

Getting on board for self-improvement and change: Extension Service Mobile Education Unit.

As hoped, the paraprofessional program has been just a start towards opening new vistas of opportunity and progress to the impoverished and apathetic people of Appalachian Kentucky.

More detailed reports and evaluations of the paraprofessionals' work are available.

Impact On State Economic Development Of Alternative Futures For U.S. Agriculture

By Dean F. Schneider
Professor of Agricultural Economics
Oklahoma State University

A research team at Oklahoma State University has recently completed a large-scale study of likely future trends for income and employment effects of United States agricultural policies at home and abroad.

Using a three-region, input-output model, the researchers compared probable economic growth and change for Oklahoma, Texas, and the rest of the United States. U.S. Department of Agriculture projections for five alternative development outcomes provided the data base:

- High export demand
- High personal income demand
- High population growth effect
- Low population growth effect
- Combination of factors: high export demand, high income demand, high population growth.

Tracing these effects through to income and employment changes demonstrated how each of the three regions might benefit from (or have to adapt to) results of current agricultural policy.

A rural state such as Oklahoma, for example, would be very much affected by U.S. policy on international trade. That state's development is highly tied to the ups and downs of international agricultural trade, and could experience rapid growth or decline depending upon policy changes.

The results of the study will be published in a technical bulletin by the Oklahoma State University Agricultural Experiment Station. Copies will be available in the fall. James Chang and David Flood served as research assistants for the project.

An Economic Feasibility Study Of Additional Recreational Areas On Beaver Lake, Arkansas

By Thomas G. Sawyer
Graduate Assistant
and Dr. Robert M. Shure
Assistant Professor
of Agricultural Economics
University of Arkansas

This recreation study was designed to:
- Determine total demand for and net economic value of publicly provided recreational resources
- Determine economic feasibility of adding to the present system
- Analyze the fee system's effect on revenues
- Determine characteristics of recreationists at Beaver Lake.

Publicly provided recreation at Beaver Lake in 1974 yielded economic benefits averaging $70.43 per person per visit — a total of $27,605,320 in net benefits.

With the present 10.6% increase in visitation per year, adding two additional parks on Beaver Lake would be financially feasible (revenues greater than costs and economically feasible benefits greater than costs). The Corps of Engineers or any other sponsoring agency might undertake the project given present park capacity and a $2.50 per-day, per-party fee.

An observation study of recreationists' actual activities and expenditures provided data for demand functions used to predict the number of recreation days recreationists would want at alternative prices. For example, if fees go up by $1.00 per day per party, recreation days would drop from 35 to 33 days per year per party, and visitation would drop 6%. A $2.50 or $5.00 increase would result in decreases of 13% and 24%, respectively. So even as greater fees would bring in $12 per party more per day, recreation days and total revenue would decrease.

Recreationists' responses to the survey questions revealed what attracted them to the lake area: 54% were on vacation, 9% came primarily to fish, 16% came for the weekend. They drove an average of 460 miles, some up to 3,600 miles. More than half came from out of state. The average respondent stayed 3.65 days and made 9.5 trips to the lake each year. His expenses per day included $19.19 for gasoline, $44.16 for food, fees, bait, and supplies at the site; $27.79 for expenses en route; and $27.08 for food and supplies brought from home.
All About Us
SRDC Readership Survey Results

The first issue of Rural Development Research and Education enclosed a questionnaire to ask readers what kinds of articles they felt were most useful, what kinds of research and program ideas they would like to see reported, and how these reports should be capitalized for the readership.

The results show that our readership is ready for information and articles in a broad range of subject areas, in every kind of reporting format, with varying focus on topics of interest. Readers simply want more ideas and information about rural development. Rural Development Research and Education is perceived as a meeting place for exchange on news, reports, and research and program progress. In a word: more.

Despite a low rate of response, the survey results showed — for a start — that you seem to like this magazine, have read it thoroughly, and appreciate having an additional source of rural development information for the region. Ninety-five percent of the respondents answered "yes" to the question, "Do you think RDRE can assist in reporting pertinent research?"

Best-read articles

To the question, "What articles in the first issue did you find most valuable?" most respondents named the article on the SRDC Functional Networks, followed by that on the Southern Regional Development Research Council projects. Every article received some mention here, and some respondents used this slot to offer comments such as, "The issue was valuable in its entirety." This leaves the issue of the magazine offers a follow-up report on the SRDC Functional Networks, and we are eager to receive additional articles on Research activities in the region to complement the SRDRDC project summaries.

RDRE has opened two new sections of the magazine with this issue: Program Notes, for short reports of Extension rural development programs, and Research Notes, for capsule articles about Experiment Station projects and research results. Your contributions to these new pages will enable other researchers and practitioners to catch up on progress at a glance.

Future Content

To the query, "What kinds of articles would you like to see in the magazine?" the responses were, predictably, as diverse as the magazine’s audience. Here are a few:

- A balance of research summaries, community experiences (bad and good), developments in government, news of personnel activities.
- Those which give information on "how to" in rural development.
- Articles focusing on projects which effectively bring together Research and Extension, particularly Title V at the local level.
- Success stories or the reverse.
- Dealing with specifics — not too generalized.
- Brobdingbargus matter areas, stressing practical approaches and programs... balanced with relevant research.
- Wide range.
- More of the same.

Respondents favored by more than two-to-one continuing with the article-style format, rather than going entirely to brief summaries of many research projects. A few voted for fully detailed research reports, perhaps one or two per issue, and a little less than one-third for an entire issue devoted to research on one fairly limited area. A few emphatic no’s were registered here, also. These are some of the suggestions for one-topic issues:

- Local government finance.
- Industrial development.
- Health facilities.
- Evaluation of RD programs.
- Citizen participation.
- Rural communication systems, mass media use.
- A supplemental publication for this purpose.

Half of the respondents would like to see state-of-the-art or review articles, and fewer favored spotlights on the work of individual researchers over several subject areas, guest editors, or letters to the editor. This issue has included a new page of "Opinion" to stimulate thinking in key areas of rural development research and planning.

Other suggestions

We left the door open. "Other suggestions" were offered in profusion, for example:

- Incorporate timely news on upcoming events and selected educational and research projects.
- Keep experimenting.
- Our money could be better spent in active Research and Extension projects. The states will publish useful data.
- A wide range in every issue will retain reader interest, but articles must be in more depth.
- Keep the publication broad and have an interesting and varied format.
- Provide to each issue deadline, request current information from CRD leaders. Keep all states in region in articles.
- Subregional "spotlights" on R&D projects, more and better photographs.

Publication cost

"Would you be willing to pay for your subscription?" — yes. Slightly more than half of the respondents would be willing to, "Naturally I prefer it gratis," came one reply, "but a buck an issue would be a buck well spent. Congratulations."

New SRDC Publications Available

The SRDC Publications Series offers 13 titles on community resource development, rural development, and program and research strategies. Six of these are new:

Community Source Book
Handbook of sources for rural development information. Published for the University of Kentucky.

The Progress and Promise of Title V
Summary of 1975 Title V programs in the southern region.

1975 Annual Progress Report
SRDC activities, 1975.

Land Use Needs and Policy Alternatives
Reprint for Southern Land Economics Resource Committee; available Fall 1976.

Summary of Quarterly Reports
Progress reports from the 10 SRDC Functional Networks.

Rural Development Staffs, Cooperative Extension Services.

Further information about Title V programs of the individual states in the region is available in a series of colorful folders entitled "Title V is a Good Buy." These report success stories from the various state activities, and any or all are available without cost from the Center.

In addition, as reported earlier, the SRDC Functional Networks are preparing annotated bibliographies as part of the results of their research. The SRDC will be issuing these bibliographies over the next year. Because these are large, comprehensive publications, they will be available at a cost of $3.00-$5.00 per volume.

For a complete list of SRDC publications now in print, please write to the Editor, Southern Rural Development Center, Box 5408, Mississippi State, MS 39762.

Land Use Educational Materials
Three slide-tape narratives prepared for the Extension Committee on Organization and Policy are available from the SRDC for use and review by the southern states. In the area of land use planning, the narratives cover "The Process," "The Issues," and "The Tools." Each includes a set of slides, a tape cassette, and a written narrative.

The sets were prepared by the Alabama Cooperative Extension Service in cooperation with the U.S. Department of Agriculture, the ECOP National Task Force on Land Use, and the Cooperative Extension Service of Illinois. Author of the narratives is Warren McCorcl, Specialist in Community and Regional Development of the Alabama Cooperative Extension Service.

Issues Facing Kentucky

A statewide survey of public opinion on community problems, government spending, energy, and vital issues facing Kentucky has been conducted by the University of Kentucky to provide state and local government officials with accurate information about the needs and wishes of residents. The questionnaire asked citizens their opinions on problems in their communities, what programs they thought state and local governments ought to provide, and what are the major problems facing the state. The researchers, Rabel J. Budige and Paul D. Warner, Extension Sociologists, asked for opinions on how people are willing to change their way of living in order to conserve energy and protect the environment.

A tabloid newspaper has been published to discuss the results of the survey. According to the researchers, government-citizen relations ranked as the number-one problem in the state. Also of importance to respondents were: employment, public safety, housing, natural resources, transportation, human resources, leisure activities, health services, education and community services. The newspaper may be obtained from the Department of Sociology, Cooperative Extension Service, College of Agriculture, University of Kentucky.
Director of the SRDC, Dr. William W. Linder has served 20 years in various levels of government, including service as a county agent and a tour of duty in the U.S. Army. He has retained his contact as reserve officer and holds the rank of Lieutenant Colonel. After leaving military duty, he became Staff Development Specialist for the Federal Extension Service, USDA. In 1967 he came to the Mississippi Cooperative Extension Service to fill the position as State Leader of the Community Resource Development Program. Three years later, he was selected to head the Special Projects Office, dealing primarily with non-traditional Extension programming. It was in 1974 that Mississippi State University was chosen as the site for the Southern Rural Development Center and Bill was named as the Director. Although he still retains a leadership role in Special Projects, four-fifths of his time is dedicated to the SRDC.

The Center’s Associate Director is Dr. William C. Boykin, Professor of Research and Coordinator of the 1980 Cooperative Extension Service Program at Alcorn State University. Because the SRDC is jointly sponsored by Mississippi State University and Alcorn State University, Dr. Boykin has given half-time to the Center since it was organized. He assists in program planning and implementation, maintaining liaison with relevant organizations in the region, and otherwise providing back-up services for rural development. He brings to the SRDC experiences as an army officer, high school principal, teacher-educator in agriculture, and a researcher and writer. His M.A. was earned at Michigan State University, his Ed.D. in administration of vocational education at Indiana University.

Claudia Culbertson  Sandra Morris  Blair Gaines
Jewel Crawford  Marilyn Turner
Lucille Smith  Dr. William W. Linder  Dr. William C. Boykin
Bonnie Teater  Jay Chance

Getting To Know You

The staff of the Southern Rural Development Center merits an introduction in this the second issue of Rural Development Research and Education because they are the people that you deal with every day. Let us show you the names and faces to go with telephone voices and letters.

Blair Gaines works half-time as Editor. She has varied experience in government and industry related to writing and publishing. In Washington, D. C., she was writer-editor at the U.S. Department of Interior, and staff writer for the Corn Refiners Association. At Indiana University, she served as Assistant to the Editor of the Journal of Marketing Research. Blair has an M.A. in Journalism from IU and has been working on a Ph.D. in history. Blair is responsible for the magazine Rural Development Research and Education, the SRDC publication series, and other information materials.

Lucille Smith, Editorial Assistant, has also had varied experience in government and industry. In Vicksburg, Mississippi, she spent 17 years as a Public Information Assistant at the Waterways Experiment Station, where she was in charge of public relations, including daily tours through the 600-acre reservation. In addition, she was writer, editor, and publisher of the weekly Employee Information Bulletin.

Administrative Assistant duties at the SRDC are handled by Marilyn Turner. These duties involve supervision of finances, inventory, purchasing, and student work assignments. Marilyn attended the University of Maryland in Germany and has completed various courses in contract administration. Marilyn also worked as contract administrator at Booz, Allen Applied Research in Washington, D.C.

Claudia Culbertson is a Data Clerk with the SRDC and is assisting the overall work of the staff as a computer technician. Claudia has had previous experience in the Pre-Admissions Office at MSU and has worked as a medical laboratory technician, and as a chemical laboratory technician for USDA Boll Weevil Laboratory.

Sandra Morris is the SRDC’s Publications Clerk. Sandra operates the multi-line offset press, collator, and master maker that are used in duplicating and assembling all publications printed at the SRDC Office. Before coming to the staff, she was with the Advertising Layout Department of the daily Times Leader of West Point, Mississippi, and also worked as secretary to the editor.