Chairman's Comment

This newsletter represents a synopsis of program activities undertaken at the 1982 meeting of the Southern Rural Sociology Research Committee (SRSRC). The conference, held on the University of Florida campus June 14-16, was attended by 34 individuals representing fifteen Southern land-grant institutions.

The primary role of the Southern Rural Sociology Research Committee is to facilitate the planning, coordination and implementation of cooperative research among rural sociologists in 1862 and 1890 institutions in the South. In light of SRSRC’s mission, the focus of this year’s conference was on three critical issues:

1. What are the emerging research priorities of Southern Agricultural Experiment Stations and what contributions can rural sociologists make to these research issues?
2. How can SRSRC further strengthen its ties with Southern Agricultural Experiment Station Directors?
3. What should the future mission and role of the Southern Rural Sociology Research Committee be?

Presentations highlighted in this newsletter were prepared within the context of these issues. In essence, the speakers laid the foundation for the constructive exchange of ideas and opinions on these matters. More (Continued on page 3)
Research aids rural areas as urban influence grows

Warning that future leaders may consider rural America nothing more than another minority, Dr. Don A. Dillman of Washington State University emphasized the importance of research accurately portraying rural concerns.

"In the coming years they (future leaders) seem likely to view rural America as just one more minority needing occasional but limited attention," he explained. "Much of their understanding of rural America will be learned from an urban-based media located only a few blocks from city problems but a long commute from rural problems."

Consequently, nine percent urban unemployment will be communicated far more effectively to the American public than pockets of 25 percent rural unemployment, according to the Washington rural sociology professor.

His address to the Southern Rural Sociology Research Committee highlighted aspects of the book Rural Society in the U.S. - Issues for the 1980s which he recently co-edited with Daryl Hobbs, professor of rural sociology at the University of Missouri.

Commissioned by the Rural Sociological Society and published by Westview Press, the book contains more than 300 specific research recommendations ranging from agricultural concerns to community development.

"The most specific area of concern discussed at the SSRSRC meeting which he said are also recommended in the book: rural crime and the availability and use of water."

Observing that farm buildings were built to keep out the weather rather than people and that water scarcity is becoming a nationwide problem, Dillman said the actions of the SSRSRC and recommendations in the book seemed "in concert."

Another potential research area he suggested is the possible growth of small farmers who depend on farming for only a portion of their income.

"One of the important research needs for the 80s is to find out the motivations of these farmers," he said. "For example, we need to know whether they will respond differently from other farmers to changes in commodity prices and other production incentives."

Dillman also recommended consideration of the needs of rural school districts regarding to declines in the number of school children in the face of high energy costs.

He suggested research questions such as whether reclassification of schools will be based more on commuting bases or communication by computer.

"Rural sociology has more experience and expertise in needs assessment surveys than any other discipline," he said. "The development of five different methods for doing such surveys, ranging from community surveys aimed largely at achieving community participation to large statewide endeavors which allow comparisons among all counties of the state, may be of special importance in the 1980s as local officials struggle with setting priorities for spending public funds."

Dillman also emphasized the role of computers in the daily lives of Americans and population growth in certain sections of rural Americas and population growth in certain sections of rural America as emerging concerns in the 80s.

Briefings update directors, improve communication flow

Since most Southern experiment station directors are not rural sociologists, Dr. W.C. Godley suggested that they may not understand the significance of the rural sociologist's work.

Describing his colleagues as "an extremely large group of individuals," the Clemson University experiment station director offered advice for rural sociologists serving to improve communications with their experiment station directors.

"The Southern agricultural experiment station directors are a highly motivated, heterogeneous group of individuals from diversified backgrounds, training, and professional careers prior to becoming administrators," Godley said during a panel discussion at the annual SSRSRC meeting. "The approach to better communications with one, therefore, is not necessarily the best approach with another."

Improvement in communications must begin at the local level between the individual researcher and his or her director, he suggested.

"A brief, 15-minute conference to explain the importance of what you plan to do and to update your director on significant findings will help communications," he said.

The directors are the project proposers, the annual reports and the publications about rural sociological research, but Godley noted that they have several hundred projects with at least that many reports.

"They simply cannot be as familiar with all of them as they would like," he said. "Neither can they read all the materials a station generates.

Godley's recommended solution to this dilemma is one of a one-page summary marked especially to the director's attention.

Additionally, he suggested writing brief summaries of SSRSRC meetings to the Southern experiment station directors' committee for Economic Development and Human Resources.

"By all means, the Southern Rural Sociology Research Committee should establish a good relationship with this committee," he said. "Very candidly, questions about the value of this SSRSRC meeting were raised at the directors' meeting in May."

In addition to his suggestions for improving communications between rural sociologists and experiment station directors, Godley discussed the role of rural sociologists in examining research issues emerging in the South.

"Rural America, long accustomed to supplying food and trained workers for urban-based economic growth, is now being asked to satisfy even"
Godley ...continued from page 3

more needs of the larger society," he said. "More energy, more clean water, more recreational space, more places to live, and more of many other resources are simultaneously being demanded of us.

Godley said rural problems quickly become urban problems and vice versa. Satisfying the needs of all Americans will require that many rural-based problems be solved during the remainder of this century, he said.

"Issues that will emerge include population shifts such as more retired people and others with leisure time residing in rural areas; services for these individuals; education for rural youth; crime in rural areas; government of rural areas, including training rural people to become community leaders; and, certainly, not the least important, conserving and utilizing our natural resources such as soil and water," he said.

Rural sociology can respond to far more problems than was once the case, he observed, but the problems of rural America are far greater than the number of available rural sociologists.

"For rural sociology to make its maximum contribution to solving problems, the temptation to be all things to all people must be resisted," Godley said. "The discipline cannot progress by studying everything, particularly if it tries to do it all at once."

Godley said priorities must be determined and that it would be a serious mistake to ignore areas of established strength such as demography.

"Initiating research on current characteristics and trends suggests adjusting priorities, not by establishing them and starting them from scratch," he said.

Rural sociology offers a particular scientific perspective on human behavior not held by any other discipline, according to Godley.

"The combining of concepts, theoretical approaches and methods into that perspective facilitates the revealing of underlying relationships among rural phenomena, and the disciplines usually fail to identify," he said.

At the same time, he cautioned that rural sociology's greatest strength may also be its Achilles' heel.

"By focusing on only certain parts of a problem in a certain way, other significant aspects typically get missed," he said.

The solution is extensive interaction and joint efforts with researchers from other disciplines, he said.

Godley advocated "an aggressive approach" to the solution of rural problems by seeking out other disciplines.

"Let other disciplines know what you as rural sociologists can contribute to solving problems of interest to the rural community," he said. "Above all, make sure your programs are pertinent and they are addressing problems of real concern, not just things that interest you as a researcher."

Phillips seeks SRSRC input in forming rural strategy

Willard (Bill) Phillips, Jr., director of the Office of Rural Development Policy (ORDP), urged SRSRC members to identify ways to interface with a newly formed advisory council on rural development.

Phillips said rural sociologists have a contribution they can make to current efforts to formulate a national rural strategy for submission to Congress in January.

The National Advisory Council on Rural Development was recently established to advise the Secretary of Agriculture on rural development policy. ORDP is assembling these recommendations and those of many state and local groups for inclusion in the strategy report.

Phillips challenged research committee members to aid his office and the advisory council in finding "new ways to do new things" as part of the Reagan Administration's effort to aid small communities and rural areas.

"Someone thought about the concept of the Appalachian Regional Commission in the 60s. Back then was a new way to do new things. Today, other new ideas are out there, but we have to find them and pick up on them and put them to use in rural America," he said.

The newly appointed ORDP director said a new rural strategy must include forging new partnerships different from those of the past. These

SRSRC must set agenda of regional research issues

Sociologists from two land-grant universities called for the Southern Rural Sociology Research Committee (SRSRC) to meet more than a "show and tell" atmosphere.

Since the central function of the committee is to coordinate regional research, "a critical atmosphere examining objectives, approaches and future directions should prevail," Dr. Joseph J. Molnar and Dr. Christopher N. Hunte suggested.

"The problem has been the standard technique of the sociologist, "Dr. Molnar said. "The SRSRC should devote more time to "review and analysis of developing trends and situations."

Advocating a multidisciplinary approach to exploring regional research issues, he suggested inviting non-sociologists to address agricultural, natural resource or policy concerns and to outline research needs and possible approaches.

"The interdisciplinary dialogue and outlook of these presentations may carry over to the research projects undertaken and the products the work produces," Molnar said. "The group should devote more attention to developing a regional agenda of research problems."

Molnar and Hunte emphasized the need to identify regional research priorities.

"We face a limited pool of resources for regional research," Molnar said. "The number of rural sociologists is small and only a portion of their time is available for regional research. Thus we must be judicious and forthright in the projects we choose to undertake."

He suggested use of the Delphi technique to extend and unite the vision of researchers throughout the region.

Molnar explained that the Delphi method involves repeated surveys of a panel of experts with feedback on the panel response in each survey. The procedure uses repeated approximations to a single answer giving the current state of collective opinion with arguments for and against various alternatives.

"An attempt for arriving upon an agenda for regional research in rural sociology, a Delphi panel

Molnar said.

They referred to a work by William P. Kurlesky (Texas A & M University) in which Kurlesky criticized the existence of a "self-perpetuating clique of senior researchers who maintain continuous membership on the committee."

Molnar said Kurlesky described this structure as stifling and inhibiting flexible responses to research needs.

"It is true that station representation to the group has been somewhat static, reflecting both the small number of sociologists researchers at many experiment stations and the seniority system," Molnar said. "These two facts have sustained a research outlook based on past priorities."

"There is a constant need to involve more younger scientists in the SRSRC and to increase the visibility of the group among other rural sociologists."

Additionally, Molnar and Hunte suggested that the SRSRC can help resolve conflicts over the use of resources.

The relationship of agriculture to the rest of society is destined to be increasingly scrutinized and questioned, Molnar said, and the experiment station sociologists can collaborate with technical agriculturalists to understand and help resolve conflicts over the use of resources.

"Agriculture employs a significant share of the nation's land, water and energy in the food production process," he said. "Traditional claims and priorities are being renegotiated and the minority of agricultural producers will be forced to increase its efficient use of resources, reduce waste and deplion, and accommodate itself to the majority of agriculture consumers who expect a secure, cheap, and reliable source of food but may not understand the price to be paid to keep that way."
Brown discusses Hatch funds, rural development research

Rural development research received $6.5 million in Hatch funds during the 1981 fiscal year, according to Dr. David L. Brown, a former sociologist for the Cooperative State Research Service (CSRS).

"The two largest categories of work were economic development and natural resources/recreation, each with more than $1 million of effort in fiscal (FY) 81," he said.

Brown explained that the 522 Hatch-funded rural development projects were grouped into 10 subject matter categories (see table).

"Community studies, population - mostly migration and spatial distribution - and family/youth rounded out the top five categories with more than $1,000,000 each," he told rural sociologists.

Brown, who recently assumed the USDA position of deputy director for the Economic Development Division of the Economic Research Service, based his presentation primarily on CSRS data.

"Noteworthy is the absence of some traditional fields of rural sociological research," he said. "For example, there were no few projects on rural poverty that the category was folded into the broad socioeconomic indicators group.

"Also, there were few studies of rural institutions such as the church or voluntary organizations that separate identification made little sense. They were grouped with community studies projects."

Brown noted that the largest research program was in the South (12 million, 126 projects) and the smallest was in the West (1.1 million, 111 projects).

He said regional research (RRF) represented an important part of rural development research efforts.

"For example, consider the case of demographic research," he suggested. "Of the 48 Hatch-funded population projects in FY 81, 26 projects or 54 percent were contributions to regional technical committees. Similarly, 61 percent of all Hatch money spent on population research was for regional work."

Brown noted that regional efforts were particularly important to population research in the West where 73 percent of all projects and 80 percent of all funds were devoted to the effort.

"The population research example is somewhat atypical," he said, "but RRF is nevertheless an important aspect of the experiment station rural development research program."

Southern expenditures for regional population research amounted to 18 percent of projects and 38 percent of funds, according to Brown.

"Focusing on Southern rural development research, he said the South spent 31 percent of its total Hatch appropriation on regional work."

With the top five subject matter areas in the South the same as in other regions, Brown observed a greater interest in family/youth and small farm research. He attributed the greater expenditures in both areas to three regional research projects: S-114, Defining and Achieving Life Goals; S-126, Career Projections and Attainment of Low Income Youth; and S-148, Changing Structure of Agriculture.

In addition to these, he cited two other Southern programs with a regional focus: S-141, Housing for Low and Moderate Income Families, and S-158, Improving Community Services in Nonmetro Counties.

Southern social scientists also participate in at least four rural development projects outside their region, he said. These are NE-113, Time Use in Rural and Urban Families; NE-129, Interoperating the Distribution of Socioeconomic Resources in Rural Areas; NC-97, Population Distribution in Nonmetropolitan Areas; and NC-128, Quality of Life as Influenced by Area of Residence.

"Overall, 39 of 126 Hatch-supported rural development research projects in the South were contributions to RRF projects," he said. "RRF is particularly important in rural development research because scientific resources are scattered sparsely throughout the region. RRF enables critical mass to be assembled around particular issues."

Brown said a comparable analysis of the 1890 rural development research effort is difficult to obtain.

"However, there are approximately 45 rural development-oriented research projects currently active in 1890 institutions," he said. "These projects are almost exclusively focused on the problem of low income rural population."

Almost one-third of the projects deal with small farm issues and the other two-thirds deal more generally with rural poverty, especially as it affects black people, he said.

"Two large regional projects have been active for several years in the 1890 system," he said. "RR-1 is a study of rural poverty with particular emphasis on experiences of poor people with social welfare agencies. RR-2 is an analysis of small farm structure and performance."

Brown stressed that rural development research in the agricultural experiment station system does not exist in a vacuum.

He said much complementary research is being performed outside the experiment station on land grant campuses, in non-landgrant universities, and in private research organizations like the Rand Corporation, Brookings Institution and Urban Institute.

"Moreover, important research is being performed intramurally by several government agencies," he said, referring to work by the Census Bureau, the Office of Economic Affairs in HUD, the Bureau of Economic Analysis, the Economic Development Administration, and the Economic Research Service (ERS).

Brown said the four regional rural development centers account for another important part of the institutional support for rural development research.
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Council for Rural Development charged with developing a rural strategy for America. He predicted other changes in the rural South which he said will require serious consideration by the SRSRC:

- Large corporation farms will continue to increase and non-white farms will decline at a faster rate than white farms.
- The relative size between small farms and large farms will favor the larger farms; however, the need for managerial competency will become more important for all farms.
- Population shifts from urban to rural areas will continue and the demand for human services in the rural communities will increase.
- The role of the private sector in rural development will increase as federal funds diminish.

Since the SRSRC has a grassroot orientation, Williams said rural sociologists are interested in their research findings being tested or applied at the grassroot level rather than having their publications placed on library shelves to accumulate dust. He specifically suggested rural sociologists will have to provide input into the design of research projects to provide answers to questions such as the following:

- What will be the impact on rural development resulting from increased emphasis on the private sector?
- How can the small farm operator become a viable economic unit?
- What operational procedure, from the client perspective, is needed to deliver timely human services to the rural population?
- How can the land-grant system effectively interface in the pursuit of a rural development strategy?

There are societal implications and/or answers to each of the above questions, Williams said. "For example, although the need for a small farm management package of primary importance to extension, factors determining the acceptance by farmers to improve production practices are within the domain of the rural sociologist."

In addition, he said the return of urban people to the rural sector will strain the present delivery mechanism. As action-oriented researchers, rural sociologists can addresse the issue and provide the farmers needed by policy makers and planners. "It is a recognized fact that many of those returning from urban centers will be landfill and frustrated from their experiences in the urban centers," he said, "and rural sociologists must assume their responsibility in the development of a strategy.

"Likewise, the rural sociologist must be at the forefront in the development of a delivery mechanism that recognizes people of different racial, ethnic, and social backgrounds." 

Linder proposes compromise in practice-theory battle

Recognizing a potential turf battle between applied research and academic research, Dr. William W. Linder described rural sociologists as "mediators" and advocated a compromise strategy. "We must keep our feet in practice and one foot in theory," he urged. "Without such an approach, we are literally flying by the seat of our pants."

While recognizing the importance of disciplinary concerns in the national and international arena, the director of the Southern Rural Development Center (SRDC) suggested rural sociologists must give more thought to local problems. "We must maintain a perspective that does not forget the focus on an improving the quality of life for rural people," he said. "We must carefully examine our position to ensure that we are not only achieving our disciplinary goals but also working to meet the needs of our home front."

Linder stressed the importance of working with other disciplines in fulfilling this goal. "Rural sociology, agricultural economics, political science, and urban sociology - each field has special skills to contribute," he said, "but without a united team effort, we dilute the effect of our work and lose ground."

He said rural sociologists could provide relevant research in areas such as community leadership studies, growth patterns, impact analysis, and the social effects of water scarcity in a community. "We must stretch our borders past territorial boundaries already explored by the agricultural economists," he suggested. "Legislative bills often contain an

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LaFerney stresses teamwork in coping with 'transition'

Noting a substantial degree of "lip service" for rural sociology research rather than real support, Dr. Preston J. LaFerney, associate director of the University of Arkansas Agricultural Experiment Station, cited four trends he views as beneficial to rural sociologists and to the taxpayers they serve.

- Close ties with other agricultural researchers, closer ties with other disciplines, more emphasis on team research, and greater emphasis on the practical, problem-solving approach to research seem to be some trends, he said.

LaFerney offered his observations and suggestions during a panel discussion concerning "Present and Future Research Developments in Southern Agricultural Experiment Stations: The Role of Rural Sociologists."

- He observed that within the upper range of most research issue priority lists, few single-issue problems remain.

This implies the need for greater emphasis on team or interdisciplinary research, he said. In particular, many of these efforts will need to involve rural sociology researchers.

LaFerney suggested rural sociologists should pool their expertise with agricultural economists and other scientists on the larger issues facing society.

- "To do this, you must be involved early during the conceptual and planning stages," he said.

- He also noted that rural sociology has taken up "a broader role to handle the problems of the society as a whole.

- "You need to go one step further to prioritize," he suggested. "Set out a few 'must' areas in which well planned, effective research will be done by rural sociologists."

LaFerney also advocated setting more attention to priorities with the rural sociology research and could probably be accomplished most effectively by involving other disciplines, he said.

LaFerney observed that, despite the range of relevant issues, rural sociologists are sometimes regarded as a group "unto themselves, philosophical rather than practical, and not particularly effective in communicating their role, mission or the value of their product."

"Display and communicate your practical side," he suggested. "This will improve your product while improving communications with your associates within the research family."

Rural sociologists have a lot to offer the research community in the area of measurement, he said - assessments of impacts on people from various activities, programs and policies, for example.

"Put measurement high on your list of priority issues," he suggested.

LaFerney also noted that a research sociologists move during the transition toward a strengthened contribution to solving current agricultural and food problems, "most of which have a significant sociological aspect."

"Again, this implies the need for interdisciplinary research," he said. "Productivity will

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partnerships would include stronger private and public association as rural government and take the active participation of business groups, foundations and other organizations that can contribute to community development.

Phillips urged the committee to become an even greater advocate for rural America within the university setting just as the Office of Rural Development Policy must act as a rural advocate within the administration and within the federal government.

Phillips suggested that the SRSRC continue to focus on the problems of poverty as well as identify other priority areas for immediate attention.

"As inflation and cutbacks continue to reduce research funds, rural sociologists must pin point priority issues and then develop or identify workable models that can be used to improve the quality of life among rural Americans," he said.
Rural sociology sets sails for rough winds in Florida

Social program reduction efforts have created a gloomy climate for sociological research in Florida, according to the assistant dean of the University of Florida Agricultural Experiment Station.

"There has been some legislative expression that if you can't cut it, why is the Institute of Food and Agricultural Sciences (IFAS) working on it?" Neal P. Thompson told rural sociologists during a panel discussion.

The Institute of Food and Agricultural sciences encompasses the University of Florida College of Agriculture as well as the state extension service and experiment stations.

Thompson attributed the decline in climate for rural sociology research in Florida to prevailing attitudes at the national level.

"Many kinds of people-oriented programs have been reduced and, even if these programs are not give-away programs as such, they are not favorably looked upon by government officials and the general public," he said. "This national setting has had a large influence on attitudes among the Florida public and in particular the Florida Legislature as it has looked at various sociologically oriented programs in agriculture."

While agricultural endeavors with respect to sociology are in no way welfare or give-away projects, they have been associated with reduction efforts in social programs, according to Thompson. The Florida Legislature has decided to reduce the IFAS commitment to "social programs."

"Some very significant programs had to be reduced as a result of these decisions including extensive efforts in water research and in environmental enhancement in addition to the great reduction in rural development research," he said.

With agricultural experiment stations in Florida under close scrutiny to focus attention on agricultural concerns, Thompson suggested one of the best strategies for rural sociologists to follow is "to fit in with important programs."

"This is why we believe an emphasis on rural development research should be placed in the areas of water and energy since these areas will be of great importance to Florida in the future," he said. We believe that rural sociologists could very well make important contributions to our overall perceptions and research needs in these areas."

IFAS emphasizes energy considerations in every agricultural research project, Thompson said, and rural sociologists have made a significant contribution with the project "Florida, Energy and You."

The research involved energy conservation practices as affected by age, education, income, energy attitudes and energy knowledge.

Thompson also suggested that work is needed from a broad base of disciplines including rural sociology since water related concerns are expected to be a primary concern in the future of Florida agricultural production.

"This is one area that had to be cut back as mentioned previously and the reasoning behind the cut remains obscure when this area is so vital to Florida agriculture," he said.

Thompson also addressed the role of the computer in the work place as an area of concern to rural sociologists.

"It has been forecast that many people will not work in central locations but may work at home using remote computer terminals," he said. "This development may play an important part in migration patterns -- certainly in the late 1990s -- and could also increase the number of part-time agriculturalists in rural locations."

If small towns in rural locations are desirable as a first choice of residence for Americans, the computer will make it possible for many to work there with only a once-a-week trip to a central location, he said.

"It seems to us that this has very important ramifications for agriculture and, in particular, for rural sociologists," Thompson concluded.

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continue to be a key issue or set of issues in this regard -- and one in which rural sociologists must be involved to an increasing degree."

He also recommended that rural sociologists cultivate a rapport with state agencies for program focus and for dollars to finance your research.

He advocated a premium on product packaged to effectively address current, felt needs. Containing those in rural sociology research not be "afraid of the transition," LaFerney concluded, "We all have to cope with change. The key to our success is how we cope."
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addendum on financial implications. Perhaps we could offer addenda on policy implications."

Rural sociologists and others must increasingly consider the needs of government and community officials, decision-makers, and clientele in their research efforts, he said.

"We must recognize both formal and informal leaders in our attempts to develop effective research programs," he told rural sociologists.

"Both are critical and both need sound information."

Linder suggested establishing closer ties with groups of government leaders such as the Southern Legis-Biennial grants, an organization comprised of representatives and senators from 17 Southern states.

He said effective rural development research initiatives could be enhanced by close ties with the conference subcommittee on Agriculture and Rural Development.

While rural development is a somewhat general term defined in different ways by different people, we and our government leaders recognize the need to address community concerns such as rural roads and bridges, water availability, sewage treatment, health, farm land preservation, and citizen participation," Linder said. "Maybe rural development is not clear enough. Maybe we should call our work 'community management."

The SRDC director also called for closer ties with agriculture since working in an agricultural setting requires close attention to agricultural concerns.

"We must be aware of our environment," Linder said. "In the words of Secretary of Agriculture John Block, "Viable agriculture needs viable communities."

He cited several examples of combining agricultural and sociological research, Rural crime, for example, could be studied from the perspective of agricultural and rural crime.

He also cited the Tennessee-Tombigbee Waterway as an area where rural sociologists, agricultural economists and others could provide significant efforts on behalf of agriculture.

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Rural development funding

Both the House and Senate have approved funding of rural development programs for Fiscal 1983 (H.R. 7072 and S. 2911). Differences will be worked out in conference during the lame duck session.

Funding levels are above those recommended in the budget ceiling. The House measure provides $15 million more for water/sewer programs, but the Senate measure contains an additional $50 million for the business and industrial loan program, a program the administration hopes to terminate.

Neither house has appropriated funding for the rural planning program (Sec. 111) which was not funded last fiscal year.

An appropriation bill is expected to be completed and signed by the president in early December.

(Source: National Association of Counties (NACo), County News, October 11, 1982)

Extension program probe

Diluted programs for farmers and rural people have resulted from Cooperative Extension Service (CES) efforts to expand programs into urban areas, according to the American Farm Bureau and other national farm organizations. These organizations charge that CES has not had sufficient budget or staff in the last decade to expand into urban areas.

This and other problems are the concerns of a national committee appointed by U. S. Secretary of Agriculture John Block and Robert Closius, president of the National Association of State Universities and Land-Grant Colleges (NASULGC).

The committee was appointed to redefine the mission, scope, priorities and policies of Extension.

Co-Chairman Daniel Aldrich, chancellor of the

(Continued on page 3)

Training rural fellows

Intensive training in comprehensive rural development is the focus of a new National Rural Fellows Program at the University of Massachusetts. The NRF program is offered to a small group of students whose roots are in rural areas. Fellows are generally minority group members who have demonstrated exceptional managerial and leadership ability. The program receives funding channeled through USDA and administered by National Urban Fellows, Inc. Inquiries should be directed to Starr Krueger, Director, National Rural Fellows, Suite 317, 250 West 57th St., New York, NY (212) 541-5711.

Small business hotline

Small business owners now can get help for some of their problems with the government through a hot line set up by the Small Business Administration. The toll-free telephone number is 800-368-5855 outside the Washington, D. C., area. Agency employees will answer the phone from 8:30 a.m. to 6 p.m. EDT, Monday through Friday, and a recording device will take messages in other hours.

Energy money

Money for community energy projects is available through the ACTION community energy project. Individual grants to a community average $5,000. The money can be used for staffing, publicity and a host of other activities, including the purchase of weatherization materials. The availability of funds is made possible by the success of the ACTION Community Energy Project in more than 40 communities. To obtain information about the project and application procedures, contact: ACTION Community Energy Project, Room M-204, 806 Connecticut Ave. NW, Washington, D.C., 20525. (800) 424-8867.

RELATING RURAL DEVELOPMENT TO YOUR COMMUNITY
On Schedule

Rural Education: A New Awareness, Nov. 15-16
Tifton, Ga.
Leaders in the field of rural and small school education will discuss issues in rural education at this multistate conference. Superintendents, school administrators, school board members and interested people are invited to meet and learn from rural education leaders and discuss the future of rural and small school education. For more information contact Tifton Technical Center, P. O. Box 1209, Tifton, GA 31793. (912) 386-3416.

Future Waves: Water Policy in the South, Nov. 18-19
Memphis, TN
Cheaper water will go the way of cheap energy, the experts predict. Extension specialists, research scientists and policy specialists from throughout the South will convene to discuss water policy. Areas of concern include water use, legislation, conservation, pollution, management and legal issues. For more information contact the Southern Rural Development Center, Box 5406, Mississippi State, MS 39762. (601) 325-3207.

Regional Manpower Training Conference, Nov. 30-Dec. 1
Atlanta, GA
Taught by members of the ECOP National Task Force on Employment and Training, this conference will feature intensive training and insights into designing and developing future manpower training programs. Based on publications especially developed for use by county, area or state Extension staff concerned with manpower pro-
gramming, the training sessions will be conducted in four areas: 1) Creating Jobs through Retention, Expan-
sion and Creation of Local Firms; 2) Jobs: Placement and Preparation; 3) Personal Development; and 4) Coping with Unemployment. The training is particularly applicable to community development, human economics, H-4, and agricultural staff working in these areas. For more information contact the Southern Rural Development Center, Box 5406, Mississippi State, MS 39762. (601) 325-3207.

Western Regional Extension Winter School, Jan. 24-Feb. 11
Tucson, AZ
Graduate level courses on Extension Program areas are available at the University of Arizona this winter in conjunction with the Arizona Cooperative Extension Service. Courses offered include Introduction to Micro-Computers for Extension Programming; Public Relations in Extension; Extension Supervision and Administration; Public Policy; Human Motion in Extension Programs; Personal Effectiveness: The Human Factor; Programming for Credibility and Accountability; and Modern Extension Communication Models. Total registration fee is $195. For additional information concerning housing, courses, registration or activities, contact Norma J. Redake, Western Water School, College of Agriculture, Home Economics Building, University of Arizona, Tucson, AZ 85721. (602) 626-2536.

In Print

COMMUNITY PLANNING

Management and Planning Capabilities in Small Communities is a study that identifies and documents practical, self-help initiatives and opportunities to strengthen management and planning capabilities in small communities. Preparing for the Future: Municipalities is the report, serves an audience of more than local government officials. To fully realize self-help initiatives and opportunities to strengthen management and planning capabilities, the publication provides an overview and findings section, the public must play a vital role along with provincial, territorial and federal governments, the report, priced at $10, consists of 143 pages, 9 tables and 8 figures. For copies or for information about the study, write to the Federation of Canadian Municipalities, 318-112 Kent St., Ottawa, Ontario, Canada, K1P 2P2. (612) 237-5521.

The Small Towns Institute of Ellensburg, Wash., has published a design resourcebook for small communities. The resourcebook includes articles on the first American architect-in-resident program in a small Nebraska town; a Tennessee community design center; a Minnesota community's understanding of its role; a Michigan design on an "average" Connecticut main street; Michigan's unique state-wide community design assistance program; and a Wisconsin town's review procedures; a Washington state waterfront design project; and a main street beautification project in North Carolina. The 100-page publication was edited by Anne S. Demann and is the result of three years work. Single copies are avail-
able for $10 from the Small Towns Institute, P. O. Box 517, Ellensburg, WA 98926.

Rural Community Service Planning - Economists Can Help

Planning for the future in rural areas is the subject of this publication. The publication discusses the many economic and business problems faced by local governments and provides guidelines on developing community service planning. The publication includes: Economic Needs Analysis; Community Services; Data Collection; Service Delivery; and Program Evaluation. For copies, address $6 from the Publications Institute, University of Georgia, 308 S. Main St., Athens, GA 30602.

Planning a Rural Fire Truck provides alternatives for obtaining a fire truck commercially. With a moderate amount of ingenuity and hard work and a minimal financial expenditure, almost anyone can build its own fire truck: chasis, water tank, pump and other equipment. Ask for OSU Extension Facts #841. Cooperative Extension Service, Division of Agriculture, Oklahoma State University, Stillwater, OK 74074.

Computers

Computers in... Local Government - Finance and Admin-
istration. Second edition of this new series of books on computers and data processing management for local government. The 350-page, loose-leaf volume is written for the non-technical person, the book covers accounting and cash flow reporting and other financial subjects as well as administrative functions such as taxation records and billing, payroll, personnel records, budgeting, and revenue records. This information comes in a 6" x 9" binder for $89. Other volumes cover urban and regional planning and fire and police protection. Contact Auerbach Publisher- ers, Inc., 6560 North Park Dr., Penasquitos, NJ 81019. (609) 662-2070.

Extension...continued from page 1

University of California-Irvine, has identified three factors involved in the committee's task: 1) the expanded range of issues it must address needs to be handled in the more than 3,000 counties in America, including the belief of many urban groups and people who live in the countryside, agriculture, home economics, natural resources and the ability of rural and urban people to work with each other; and 2) the effect of changing in technology, media and communication, and 3) the degree of control exhibited by the three partners - federal, state and local governments - on Extension programs.

Looking at land use

California Governor Jerry Brown has signed a bill that will help state officials keep track of how much farmland is converted annually to other uses. The bill authorizes the state Department of Conservation to collect information on the amount of land converted to and from agriculture. The department will then report to the California legislature on changes in agricultural land use.
**Names in the News...**

DOYLE L. MOORE will take on the challenge of associate director of the Texas Agricultural Extension Service December 1. For the past 11 years Moore has worked as district director of the 19-county Southwest Texas region with headquarters at Texas A&M University Agricultural Research and Extension Center in Uvalde.

DR. ROBERT C. (BOB) WELLS has moved up with an appointment as associate director of the North Carolina Agricultural Extension Service. Wells worked as specialist-in-charge of extension economics and assistant head of the Department of Economics and Business at North Carolina State University.

DR. CHARLIE BURNS has become the new president of the Community Development Society. Burns is an agricultural education specialist for the Cooperative Extension Service at Oklahoma State University.

DR. W. J. THOMAS has announced plans to retire as administrator of the Cooperative State Research Service effective April 1, 1983. Thomas said health problems required that he slow his work schedule.

ORVILLE G. BENTLEY received President Reagan's nomination for assistant secretary of agriculture for science and education. Bentley will serve as acting assistant secretary until his nomination is confirmed by the Senate. He has served as dean of the agricultural college at the University of Illinois since 1965.

DR. FRED HARRISON JR. received the appointment of administrator of cooperative extension programs at Fort Valley State College, Fort Valley, Ga. Since September 1979, Harrison has been a personnel and staff development specialist/assistant professor at the University of Georgia-Athens College of Agriculture and Cooperative Extension Service.

DR. DAVID L. BROWN took over October 1 as deputy director of the Economic Development Division, Economic Research Service, USDA. Brown worked previously with the Cooperative State Research Service as principal sociologist.

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**Regional conference urges state water management plans**

While the South generally has abundant water supplies, experts are warning of severe problems ahead as water quantity becomes an even bigger issue than water quality.

"Across the South we have localized water shortages that in some instances approach crisis proportions," explained Jake Lowrey, one of 15 speakers at a regional water policy conference in Memphis Nov. 17-18 at the Ramada Inn.

"When you have a local problem, that locality looks elsewhere for water," Lowrey said. "Then it becomes everyone's problem."

Lowrey is dean of the University of Arkansas School of Law and legal adviser to the Arkansas Water Code Commission. The conference was formed in response to the 1980 drought and proposals that Arkansas water be pumped to water-poor areas of Texas.

Transfer of water from water-rich areas to water-poor areas was only one of many concerns discussed by the more than 150 conference participants representing 13 Southern states.

With localized water shortages creating concern over water rights and ownership, some states such as Florida have already implemented total water management plans to give every part of the state direction in making the best possible use of water resources.

"We don't want this to become an emotional issue," emphasized Dr. Preston LaFerney, associate director of the University of Arkansas Agricultural Experiment Station. "We simply need to begin planning now in a rational and logical way. One way is to begin with state water laws and management plans."

Sponsors of the regional conference included the Southern Extension Public Affairs Committee, the Southern Community Development Committee and the Southern Natural Resource Economics Committee.

Other sponsors included the Southern Rural Development Center, Farm Foundation, Tennessee Valley Authority, The Council of State Governments (Southern Office), Southern Environmental Resources Conference, Southern Growth Policies Board and the Water Resources Research Institute Directors (Southern Atlantic-Gulf Region).

**Cochran proposes farm bill to improve market prices**

Sen. Thad Cochran (R-Miss.) has announced plans to propose a bill designed to increase crop prices for farmers and reduce the current surplus causing low prices.

Speaking at Mississippi State University, Cochran said he will introduce the four-point plan to the Senate in January because "the 1981 farm bill is not going to pull us through the agricultural doldrums."

His proposal includes an increase in the loan rate in the five major commodity crop programs—wheat, corn, rice, cotton and soybeans.

"We need to do this to help assure an early date an improved market price for farmers," he explained.

The bill would also keep in place an acreage control program to contain the surplus problem and earmark some Commodity Credit Corporation-held stocks for donations to needy countries as

(continued on page 5)
Farmers Home Administration gives priority to rural areas

New regulations with the Farmers Home Administration (FmHA) have resulted in new directions for FmHA programs.

In recent announcements, FmHA indicated their priority for community assistance programs will be for towns and cities that are "clearly rural in character." Loans and grants for wastewater disposal, solid waste disposal and water facilities improvements will not include any town or city area that has a population of more than 10,000. For essential services, the term "rural or rural areas" applies to cities and towns where the population is less than 20,000.

In cases where the funds are for utility-type services such as water, sewers, natural gas or hydro-electricity that serve both rural and non-rural areas, the funds from FmHA must go for that portion of the facility that serves the rural area only, regardless of where the facility is located.

Under the new regulations, priority will be given to public bodies when applications for funding are made. Second priority will be given to "other than public body type organizations." In order to receive loans the facilities must be fully available to the public. Priority will also be given to projects where there is a predominance of people with low incomes.

FmHA loans may be used to construct, enlarge, extend or improve community facilities that provide essential service to rural areas. These include fire and rescue service, transportation, traffic control, and community social and cultural benefits. In addition, regulations of FmHA state that funds allocated to a community may not be used for recreational facilities used primarily for recreational purposes. Multi-purpose facilities would be exempt.

Programs not eligible for funding under the Rural Electrification Administration are also eligible for funding under the Community Facilities Loan Program. Included are hydroelectric generating facilities and related connecting systems, and supplemental and replacement systems and structures for other rural electrification or telephone systems. Funds in this group may be utilized for office buildings, storage facilities and maintenance shops.

Other eligible fund uses include the development of industrial parks sites consisting of land and land improvements such as clearing, grading and drainage, necessary access-ways, and utility extensions going to and throughout the industrial park. When it is determined that it would be an integral part of the community development.

However, FmHA funds may not be used in connection with industrial parks to finance on-site utility systems, or business and industrial buildings.

Development center joins growth policies board

In an effort to broaden its information and research base and to maintain close contact with the groups it seeks to serve, the Southern Rural Development Center recently joined the Southern Growth Policies Board (SGPDB). The board is a public, interstate agency governed and supported by the state and local governments of the southern United States and Puerto Rico. It assembles objective information and makes recommendations with respect to growth problems and opportunities in the South. As an associate member of SGPDB, the Southern Rural Development Center will improve research and information on subjects ranging from children to economics to cities in the South.

Senate committee approves plan for enterprise zones

(Founder's note: The following article by Diane Grant of the Congressional Quarterly appeared in the Oct. 15 edition of the CLARION LEDGER in Jackson, Miss.)

After two years in legislative limbo, President Reagan's only new program to help cities - enterprise zones - got a last-minute push just before Congress departed for the campaign season.

The proposal to give tax breaks to businesses that locate in blighted areas was approved during the waning days of the session by the Senate Finance Committee as part of an unrelated tax bill. But the gesture may be little more than an election-year favor to the president, according to congressional aides and lobbyists working on the legislation. There may be no time for the Senate to consider the measure during the lame-duck session after the November elections, and House Democratic leaders staunchly oppose it.

"It's a plan in the president's column," John Gunther, executive director of the U.S. Conference of Mayors, said of the enterprise zone progress. "I don't see how it could be anything but positive."

Yet Gunther and other urban advocates say the zones must be combined with other federal aid - such as job training and business capital assistance - to be effective.

And even if the proposal does emerge from Congress this year, it hardly will make up for cuts in federal aid cities have suffered under Reagan's policies, urban leaders say. "We're a lot worse off than we were two years ago," Gunther said.

As approved by the Finance Committee Sept. 28, the enterprise zone plan would provide tax and regulatory incentives for businesses that create new jobs in depressed neighborhoods. The selection of the zones would be based on an area's unemployment, poverty level and population loss. The program would take effect July 1, and 25 zones would be created in each of the next three years.

The proposal's urban orientation was diluted somewhat when the committees, in a concession to farm-state senators, decided that eight zones per year would be in rural areas. Of the 3,000 communities eligible for the program, 1,500 have populations of 50,000 or less, according to Department of Housing and Urban Development (HUD) officials.

The proposal carries a relatively low cost, compared to some of the major urban programs of the past two decades. The Treasury Department estimated a tax loss of about $400 million per year for 25 zones, although the congressional Joint Committee on Taxation said the actual cost could be considerably higher or lower.

Critics argue that the program would not succeed because enterprise zones would merely lure businesses away from other parts of a city. And social tax treatment, they say, would give an unfair competitive edge to certain businesses.

Study finds CRD link unclear in state growth

Development patterns of Arkansas counties from 1960 to 1970 do not seem to have a clear pattern of association with extension community resource development (CRD) activity during the 1950s and 1960s, according to a study underway at the University of Arkansas.

In the first research effort of its kind, research researchers Donald Voel, Michael Mills and Diane Chapman of the Department of Agricultural Economics and Rural Sociology found the effects that do exist are sometimes negative - for example, increased unemployment. County economic activity was not affected, they concluded, although there were some effects on out-migration of youth and school attendance of children, both items of great concern to members of some of the early county development councils.

Voel, who directed the project, said anecdotal evidence indicated the researchers will find stronger patterns of association when the analysis is extended to 1980. Funded by the Southern Rural Development Center, the research effort is intended to develop measures of county quality of life which are susceptible to change by CRD effect, develop measures of CRD inputs on a county-by-county basis, and estimate the effects that CRD inputs have but upon county quality of life over time.
Hosansky tells 'tricks of the trade' in planning meetings

A booming business in off-premises meetings and conventions of U.S.-based firms boosted expenditures from $33.7 billion in 1976 to $34.8 billion in 1981. Extended personnel with conferences to develop can benefit from lessons learned by private industry. In an article for Republic Scene magazine, Mel Hosansky reveals tips on effective planning.

- The first step, and the one most easily and detrimentally neglected, is that of setting the meeting objectives. What do you want the meeting to accomplish? Oddly enough, this very simple step often proves the most difficult to achieve. Many organizations schedule a meeting at a certain time of year because it's always been done that way. If there is no particular reason for that scheduling, planners should change the timing to bring the event more closely in accord with corporate goals and budget considerations. Once meeting objectives are established, the planners can move quickly to decide who ought to attend, what kind of agenda must be set up and where the meeting should be held.

- The second step is to fix a budget. Here again there is a tendency to repeat what has always been done, and the astute planner should not blindly accept the status quo. Savvy planners may be able to negotiate prices in both accommodations and transportation.

- The third step is fixing the meeting date. Once again, objectives must be established. If, before a final decision is made, hotels offer bargain rates in off and shoulder seasons, but how can an Arizona resort be in 100-degree sunshine, or a Catskill, New York, resort in the dead of winter? Hotel sales directors will tell you, "very enjoyable," but planners — by talking to their peers or making a site inspection — must find out for themselves. These days, too, air transportation can be a bargain, but frequently only at specified times. Lastly, weekend meetings have regained popularity because half-empty city hotels began giving deep discounts in Friday and Saturday night room rates. And obviously, budgetary matters cannot be the only criteria for scheduling — the availability of the chief executive and the timing of a new product release or marketing program will often be critical to timing.

- Once the planner has set dates, he or she is now ready to choose destinations and hotels. Brochures from resorts and hotels, convention bureaus, hotel and destination directories can assist the planner in choosing sites that will accommodate meeting objectives, budgets, number of attendees and dates.

In a destination, the most important consideration is availability of hotels or other facilities suitable for a meeting; next most important is the ease of transportation and to from the location; third is transportation cost. Climate, recreational facilities, sightseeing and other activities rank low on the scale of destination priorities unless the planner is running an incentive trip.

In choosing a hotel, the most important factor is the quality of food service — which covers everything from what the dining areas look like to whether the hotel can set up conference breaks on time. Food-related services in the event the number of attendees, meeting or sleeping rooms which run second and third in importance. Finally, planners should make sure that billing and check-out procedures are efficiently handled.

To find out whether the destination and hotel indeed provide what they say they do, a visit is highly recommended. James E. Jones, director of conference planning for Connecticut General, offers some sage advice about such visits: "Arrive without fanfare and observe how the bellhops and front desk personnel respond to you as a regular business visitor. Remember, your dinner date will arrive to the same welcome — or lack of it. Talk to hotel guests — in elevators, dining rooms, bars and corridors — to find out what their reaction to the hotel is.

"To test the efficiency of the hotel hierarchy," Jones continues, "I send a lengthy checklist to the director of sales with many key questions about the property. I ask that it be filled out in time for me to review it before my departure. When I arrive, I look for my answers. If the checklist is not ready or the director is late, that suggests how efficient the hotel is likely to be.

- After the hotel is chosen, airline tickets must be bought and traveled to and from the hotel arranged for. Finally, planners must set the agenda, listing topics to be discussed. (continued on page 5)

**PERCENT RURAL-1980 PROVISIONAL AND 1970**

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Provisional census figures reveal Mississippi is the fourth most rural state in the nation. With a 52.7 percent rural population, it ranks behind Vermont with 66.2 percent, West Virginia with 63.8 percent, and South Dakota with 53.6 percent. All persons living outside urbanized areas in places of less than 2,500 or in the open countryside are classified as rural.

**Meetings ... continued from page 4**

- **Farm bill ... continued from page 1**

- The elderly can have an effect on a community's economy equal to a medium-sized industry. A study in Vandalia, Missouri, (population 3,100), estimates older residents spend $33.3 million annually. Since the elderly are less likely to travel far to shop, they spend most of their money locally. Most of their purchases are basic services such as groceries, medical supplies, and housing.

- Michael Brewer, a former research director for the national agricultural land study, predicts pressure to conserve farmland to maintain uses will decrease in the 1980s. The reasons: A reduced rate of population growth in rural areas will reduce the need for added housing. Measures like tax relief for farmers and agricultural zoning will be increasingly successful over the next decade. Highways and reservoirs are likely to take less land since the interstate highway system is now virtually complete and the better water sites are already being utilized. Unfavorable interest rates could dampen farmer eagerness to purchase farmland for other uses.

- **It's an idea...**

- Cochran said reduction of the government's $2 billion surplus will stimulate the agricultural economy by placing the commodity program in the foreign market.

- Farmers are burdened with depressed commodity prices because of huge surpluses that have been accumulated the last few years that are now being held by the Commodity Credit Corporation, he said.

- His proposal will call for a bonus in kind subsidy of surplus commodities to those national and domestic producers who purchase at levels higher than the parity price.

- Cochran said he is optimistic of the bill's chances in Washington, adding that there is a growing consensus in the capital that steps must be taken to improve the plight of farmers.
FEDERAL RESOURCES

The 1982 Users Guide to Government Resources for Economic Development is a handbook by David Merkowitz providing reference to the structure and requirements of federal government programs for economic development at the state, county and local levels and examples of how they can be used. The publication is part of a continuing research project aimed at promoting the economic revitalization of the nation's older industrial states. It is designed to aid members of Congress and their staffs as well as state and local officials and private sector development organizations in their efforts. The guide (72 pages) is part of the Economic Growth series available from Northeast-Midwest Institute, Publications Office, 333 S. Second St., St. Paul, Minnesota 55101. (202) 225-1082.

The Guide to Resources for Small Communities is designed specifically for local government officials with little experience in pursuing federal funding for local projects. The eight-page status report on programs geared to small towns needs updates the earlier catalog Township Funding Opportunities: A Guide to Federal Resources for Small Communities, published by the National Association of Towns and Townships a little over one year ago. The revised directory summarizes programs dealing with water systems, sewage and waste treatment facilities, bridges and roads, local government buildings, public employment opportunities, community planning and development, economic emergencies, and township services.

Reflecting the situation as of May 1982, the guide identifies federal agencies managing specific programs, lists agencies responsible for administering funding priorities, and includes addresses of regional and state offices. The guide also reports the current and projected status of funding. Contact the National Association of Towns and Townships, 1522 K St., N.W., Suite 730, Washington, D.C. 20005. (202) 737-1290.

HOUSING

Housing Strategies in a Time of Fiscal Austerity is a housing guidebook series by the Center for Community Development and Preservation, Inc. Affordable Housing presents strategies for the components of housing costs, with particular attention paid to the major components contributing directly to the final product. (The guide is one in a series of "local decisions" project publications which are intended to help local officials manage their own community development. Other topics have included planning and development strategies as well as urban renewal, public housing feasibility, rural fire protection, rural rental apartments, and central wastewater treatment and collection.)

WATER

Forecasting and Managing Residential Water Demand in Small Communities was prepared by Public Technology, Inc., for local decisionmakers facing water problems or wanting to minimize future aspects of rural community development. Other topics have included water aeration, waste water treatment, and central wastewater treatment and collection.

RECREATION

The Recreational Development Handbook by J. Eric Smart focuses on real estate development which is distinguished from the commercial development of resort/residential communities. It is directed toward those who generate income and add value to associated real estate. It is designed as a how-to guide for those interested in the development of recreational or supplemental recreation. Financing strategies and the role of federal, local, state, and private financial institutions are discussed briefly. For more information contact the Office for Rural Education, 300 Teacher Education Building, Colorado State University, Fort Collins, CO 80523.

SCHOOLS

A growing number of school districts across the nation are experimenting with a four-day school week. By lengthening the school day, the same total instructional time can be achieved as with the conventional five-day week. Considerable savings in transportation costs may be possible. But what about the students, teachers and parents? How might the days differ? How is the extra day added? For information contact the Office for Rural Education, 300 Teacher Education Building, Colorado State University, Fort Collins, CO 80523.

SOLID WASTE

Solid Waste System Feasibility Guide for Local Decision-makers in the Ozarks is a guide by John A. Kuehn, Michael F. Sivon, and George R. Byler. The guide shows how to evaluate the costs of alternative solid waste systems and select the least costly options. The guide contains a collection and disposal systems. The report presents analyses of the need for solid waste service; costs for collection, disposal, and transportation; financial controls; financing for Ozarks; a budgetary framework; financing methods; and funding sources. For information contact the Office for Rural Education, 300 Teacher Education Building, Colorado State University, Fort Collins, CO 80523. (202) 737-1290.

COMMENTS, PLEASE

A detailed description of creative capital financing techniques, as well as a discussion of their advantages and disadvantages, are presented in a forthcoming publication of the National Association of Towns and Townships. Any comments from readers currently in the market with an innovative financing structure, or from those who are presently evaluating innovative techniques, are urged to send them to the National Association of Towns and Townships, 1522 K St., N.W., Suite 730, Washington, D.C. 20005. (202) 466-2694.

Committee merger includes university representatives

Approving a reorganization that merges its two former committees, the Board for International Food and Agriculture Development (BIFAD) has announced the appointment of new members to its joint committee. The Joint Committee on Agricultural Research and Development (ICARD), as it will be called, will be co-chaired by HUGH POPONE, director of international programs at the University of Florida, and JACK ROBBINS, aid director for agriculture, Bureau of Science and Technology, and former dean of agriculture at the University of Wisconsin.

Other university representatives are FRED HUMPHRIES, Tennessee State University; RALPH SMUCKLER, Michigan State University; ROBERT F. WOODS, Mississippi State University; and CHARLES EARNIS, University of Arizona; FRANCE FIREbaugh, Ohio State University; CHARLIE HESS, University of California, Davis; and ALAN SHUH, University of Minnesota; and ALAN STUBB, University of California, Santa Barbara.

The new committee replaces the former Joint Committee on Agricultural Development (JCAD). It will continue to have representatives from aid and other government agencies as well as the private sector.

Names in the News

DR. LIONEL WILLIAMSON has been appointed acting research director for the Evans-Allen program at Kent State University. DR. JOHNNIE B. COLLINS is the new research director at Alcorn State University in Lorman, Miss.

DR. ALONE JONES has assumed the duties of acting research director for the Evans-Allen program at North Carolina A&T State University.

DR. BERNARD H. HILLBRAND assumed as executive director of the National Association of Counties (NACO) effective Sept. 21, 1982.

DR. STUART ROSENFELD was appointed director of research and programs for the Southern Growth Policies Board of the National Rural Development Program. Dr. Rosenfeld was formerly a senior associate at the National Institute of Education (NIE) in Washington, D.C.

Rural Health Practitioner of the Year is DR. WILLIAM H. ARMES, JR. of the Raleigh Health Center in Fayette County, Tenn. The annual award is presented by the National Rural Primary Care Association. Dr. Armes has been responsible for coordinating medical services at the center since 1975 when he left a private practice in pediatrics and preventative medicine. He has also established a mental health program and mobile satellite clinic.
Rural economy now tied more closely to national $ trends

Rural economies are much more dependent on national economic policies than in the past, according to an Economic Development Division economist stationed at the University of Montana. In an article for Farmline magazine, Lloyd D. Bender says rural economies will probably become even more dependent as they continue to diversify.

Among the changes he describes are the following:

- Less than 8 percent of nonmetro employees work on farms as operators, hired workers or unpaid family workers. Other sectors now provide most of the jobs. Manufacturing plants employ 22 percent of the nonmetro labor force, and about 60 percent is found in service-type industries such as transportation, communication and public utilities, wholesale and retail trade, and government.
- About 60 percent of farm operators’ income in 1980 was derived from nonfarm employment. Many families living on small farms have incomes approaching those of families living on much larger farms, thanks to off-farm jobs.
- Around 3.5 million women joined the nonmetro workforce during this period, as 3 out of each 5 new jobs in rural areas were taken by women.

- Over one-fifth of the net increase in nonfarm rural jobs during 1973-81 was in government—about the same share as for wholesale and retail trade. The largest gainer (about 30 percent of the net increase) was in other services such as motels, personal and business services, repair, and health.
- Seventy percent of all U.S. jobs are in the service sector. In nonmetro areas, service-producing jobs have increased from just over one-third of all jobs in 1940 to six-tenths of all jobs in 1981.

- Although rural labor markets are becoming more sensitive to national economic policies, differences remain between urban and rural counties. The light, nonendurable industries that are prevalent in rural areas tend to enter a recessionary period later, decline less, and recover faster than the heavy, smokestack industries found in cities.