SRDC educates to reduce curbside yard waste

Curbside yard waste piles are only half as big as they used to be in DeSoto County, Mississippi. After the county Extension staff conducted extensive home composting demonstrations and provided wire composting bins with instructions and starter, curbside disposal of yard waste decreased 51 percent.

The home composting program and other solid waste management efforts in DeSoto County are the result of expertise and educational opportunities initially made available by the Southern Rural Development Center. Martha B. Gatlin, DeSoto County Extension home economist and county coordinator, attests to this fact: "Without the SRDC's providing the opportunities for professional development and network linkages, we would not have had the expertise or confidence to address the solid waste issue. Providing Extension agents with the chance to participate with other segments involved in the same issue is absolutely critical to our ability to provide usable information and expertise to our clientele," she says.

This and other educational networking opportunities have benefited DeSoto County. In 1992 the Mississippi Cooperative Extension Service offered mini-grants to county Extension staff to conduct innovative programs. The DeSoto County staff chose home composting as their focus to demonstrate to local officials and the public the effect this waste reduction technique could have on the waste stream.

Gatlin says Extension's role in solid waste programming seems to fit most comfortably in the area of waste minimization. "About 250 tons of yard waste are collected monthly and are buried at the county rubbish pit," Gatlin explains. "Home composting theoretically could lengthen the life of the rubbish pit."

Four months after wire composting bins were built and distributed, along with educational leaflets, the agents surveyed the bin users. They found a 51 percent reduction in curbside disposal of yard waste because of home composting.

Gatlin was instrumental in forming a county waste reduction committee to assist local government, municipalities and industry deal with waste minimization requirements. Informational meetings provided industries with assistance opportunities for waste minimization audits, provided municipality officials with case studies of successful curbside recycling programs and helped the county structure its legislatively mandated 20-year solid waste management plan.

Under the direction of Gatlin, DeSoto County Extension staff raised public awareness of waste minimization possibilities and earned a reputation as the source of recycling information. Since beginning their involvement with waste management issues, the staff have published more than 50 news articles, 26 newsletters, and have held 46 group meetings related to waste management.

Thanks to Gatlin's recognizing solid waste management as a critical issue, DeSoto County is reaping the benefits of the latest skills and data available today. County leaders and residents are now better informed and thus able to make environmentally sound decisions and use scarce tax dollars more wisely.

The Southern Rural Development Center printed an information sheet detailing the success story of waste reduction efforts in DeSoto County, Mississippi. The Center is searching for other similar stories from the Southern region to be developed into additional information sheets. If you know of another successful effort in the region, send the idea to Editor, SRDC, Box 9666, Mississippi State, MS 39762 or call (601) 325-3207.

Youth in Business Symposium planned

ES-USDA, the Communities in Economic Transition Initiative, the U.S. Department of Housing and Urban Development and the Office of Economic Development will hold a National Youth in Business Symposium February 17-19 at the Peabody Hotel, Memphis, Tennessee. The meeting will include seminars and specialized workshops and give youth an opportunity to network with other young entrepreneurs and business representatives.

Registration is $180 for adults and $115 for youth. For additional information contact Randy Williams, CET Team Leader, at (202) 720-1805; Internet: rwilliams@esusda.gov.
Southern Growth Policies Board Addresses Concerns

A bold new plan worked out by the Southern Growth Policies Board at its annual meeting in Richmond, September 21 positions the Board to address a growing public demand for greater efficiency, flexibility and accessibility throughout the entire government. Similar concerns are raised throughout the 1985 Commission on the Future of the South’s final report, “In Measure by Measure: The South Will Learn to Use the Nation.”

Overall, the Board seeks to build on the South’s regional ties while breaking ground in promoting performance-based measures of accountability. The work plan calls for the regionally based organization to promote the implementation of effective benchmarking practices by state and local governments, facilitate greater collaboration among federal and local programs, work with the South’s historically minor colleges and universities to enhance entrepreneurial development and encourage appropriate use of new technologies in the region’s public schools.

The Board will promote and disseminate “Measure by Measure” across the South. The agency will seek federal funding for several other projects focusing on implementing customer responsive government across the region, accessing and upgrading the effectiveness of leadership development, improving capital goods procurement by state and local governments and disseminating information on local industry-school partnerships. The Board’s emphasis on benchmarking addresses the 1992 Commission’s request that the Board assess the region’s needs and develop system of performance-based measures so that 1998 Commission can determine exactly how much has been accomplished toward achieving the 1992 Commission’s goals. The 1992 Commission noted that Southern states work together to implement effective benchmarks, the South will lead the rest of the nation in establishing genuine accountability in government.

As the Board works with state and local governments to improve their overall performance, it has also begun to overhaul its own day-to-day operations. According to Paul Essex, the Board’s new executive director, the agency will establish working partnerships with both public organizations and private companies with whom it shares common interests and will involve its own leadership more directly in its on-going projects. “One of our goals is truly utilize the expertise of individuals and agencies across the entire region,” Essex said. “It is uniquely positioned to bring the South’s diverse skills and talents to bear upon complex challenges that affect us all.”


WRDC produces "Copiging with Change"

Public Policy Education and Population Change are the first of ten revised publications being produced by the Western Rural Development Center (WRDC). The series, “Coping with Change,” is based on work by economists and sociologists from throughout the Western region that WRDC sponsored in 1978-80 and that continues to be used within the region.

Public Policy Education, a 16-page booklet, gives step-by-step models for a collaborative approach to resolving differences. Decisions reached using the collaborative approach are made by consensus and ensure that a broader base of information is considered and varying points of view are heard.

Prepared by James Barron, chair of the Department of Agricultural Economics at Washington State University, this material contrasts the collaborative model with the familiar advocacy approach, the way most issues of community are decided. The material is for use by community development professionals, Extension agents, facilitators and others who work with and train groups. It is also useful for anyone who is involved in committees or in public service agencies.

Population Change describes in detail how to gather and analyze information about any community population. Annabel Cook of Washington State University’s Rural Sociology department revised the document. Cook suggests communities may avoid conflict and polarization by identifying groups that will be affected by a change. Good information about a local population is essential to this kind of preventative endeavor. The material examines structural characteristics and population processes. It is useful to people serving church councils, school boards, county commissions and other public bodies.

Both publications are available for $5.10 each from the Western Rural Development Center, 307 Ballard Extension Hall, Oregon State University, Corvallis, Oregon 97331-3567 or by calling the Center at (503) 737-3621, FAX (503) 737-1579.

Similar problems plague rural, urban areas

Rural and urban areas have an amazing number of problems, according to participants in the Third Annual Leadership Conference, National Initiative on Rural America.

Participants attending the workshop held in Santa Fe October 27-30, had a consensus opinion that rural and urban areas both experience problems in school funding, affordable housing, pollution control and infrastructure. The members agreed that a consistent, continuous public relations campaign needs to be targeted toward all areas of the U.S. population that emphasizes the importance of the rural America, agriculture, natural resources and recreational areas; the quality of life in Rural America and the ancestry it has protected; the amazing number of urban problems, according to participants in the Third Annual Leadership Conference, National Initiative on Rural America for natural resources, labor, food and fiber, recreation and economic assistance; and the dependency of urban and suburban areas on the tax revenues received from Rural America as well as the raw materials supplied for urban industries.

Members also believed Rural Americans may not value Rural America for its numerous positive qualities and said Rural America must retain their positive qualities in the future or continue to lose essential development benefit to urban and suburban areas.


It’s an idea . . .

Millions of dollars could be directed to businesses in rural areas if tourists were told how to get to them. Tourist-oriented directional signs (TODS) installed on state highways and secondary routes might be the answer.

Researchers are learning the following in a recent study conducted by Oregon State University in Washington, Oregon’s self-supporting TODS program has an estimated benefit/cost ratio of nearly 2500:1.

1. The statewide benefits of the Oregon TODS program were about $37.4 million.

2. Business operators in Washington attributed 50 to 80 percent of their sales to highway travelers and 50 percent to 70 percent of their sales to TODS signs.

3. Business operators in Washington attributed more than 5 percent of business patrons. They were twice as important as personal directions and brochures.

4. When travelers did not have a particular destination, TODS were the most important method of selecting a business to visit.

5. Another study shows nearly 30 percent of motorists used road signs to determine where to stop instead of then their stops.


Video available

"Visual Merchandising: A Guide for Small Retailers" is a video made from the "Visual Merchandising" slide set. It provides an introduction to the field of small business marketing and is designed for use by Extension Service staff, regional and county staff. The video provides an easy-to-checkout from the Southern Rural Development Center, Baton Rouge, LA. The video may be purchased for $20 from the North Central Regional Center for Rural Development, University of Iowa, 216 East Hall, Ames, Iowa 50011-1070. Copies of the four slide-tape sets are available from the NCRCD for $175. Copies of the brochure and publication are available from the North Central Regional Center for Rural Development for $4.50.

In print

Partners in Community Leadership Handbook is available as a guide for implementing "Partners in Community Leadership" education program for community organizations. Materials focus on community development, youth leadership and youth adult partnerships. The handbook is for Extension staff who will introduce and develop the program in local communities. It is useful to community leaders to help them assume partial responsibility for the program as supported by the Extenson staff. The handbook is $20. For a copy and more information contact North Carolina Cooperative Extension Center for Rural Development, 216 East Hall, Iowa State University, Ames, Iowa 50011-1070 or call (515) 284-2303.

Directory of State Extension Small Farm Programs, November 1993 is a state by state listing of Extension small farm program coordinators with addresses, telephone numbers, FAX numbers and internet addresses for each coordinator. The directory was published by ES-UNDA, for ordering information contact Denis Ebodage, Small Farms Coordinator at ES-US DA, Ag Box 0914, Washington, DC 20250-0914, Internet database (http://www.nal.usda.gov, (202) 720-2267.

Challenging the Past To Build the Future is the proceedings of the 1890 Extension Research Conference at the University of North Carolina: March 21-24, 1993. The conference was an effort by the North Carolina Cooperative Extension to bridge among players in the arena of agricultural and rural community research and Extension in the southeastern region, and particularly to reach agreement on values and work as researchers and educators. Topics presented include 1890 research on Extension’s role in sustainable agriculture and
Heartland conference focuses on global marketing

Community leaders and Extension specialists in Arkansas and Oklahoma as well as representatives from other states shared experiences and solutions to common problems when they attended the annual 4-State Higher Education Development Conference in Coffeyville, Kansas, Nov. 17-18. The conference was sponsored by the North Central Regional Center for Rural Development and the Southern Rural Development Center.

Tom Keohan, Missouri Extension specialist, and one of the conference officials, said conference planners used the theme "Competing in a Global Market" because "it's a global market out there and small towns need to learn how to compete with the big guys."

"You'll do it by being motivated and being prepared professionally and ethically," said Vern Silvers, president of Vern Silvers Associates, a management consulting firm, and keynote speaker for the conference. "Since small with a presupposed work force, you're out of the competition. Goals, the old short-term look at the future, is out in today's global economic climate. If you plan to be in for the long term, you'll need to look into self-expectations, visions and long-range planning," he said.

Silvers gave an overview of tea-building and "psycho-cybernetics" -- training to excel at anything you set your mind to. He explained how community leaders could train their subconscous to expand on strengths and identity weaknesses when dealing with the global market.

Other topics on the first day included marketing local communities and products internationally, increasing manufacturing competitiveness, export documentation and receiving payment in international trade.

Clayton Franklin, director of economic development at Henderson State University, Arkadelphia, Arkansas, spoke about flexible manufacturing networking. "The concept has to do with small companies being flexible so they can re-tool and set up in a short period of time to do short production runs," he said. Franklin said the other side of the equation is to use apprenticeship, a new concept. "I'm talking about using the apprenticeship of highly skilled, high-tech decisions only manufacturers can make," Franklin said.

Preston LaFerney, University of Arkansas directs an outreach program for international economic development. LaFerney outlined ways to assist small businesses seeking help in developing a market internationally and told of efforts in providing research for drafting the North America Free Trade Agreement.

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Hodgkinson gives demographic forecast

"New Demographics: Our Changing Society" is the title of a teleconference to be held May 9, 1994. Dr. Harold Hodgkinson, director of the Institute for Educational Leadership, in Washington, D.C., will give participants a demographic forecast of the U.S. over the next 10 to 20 years and predict its implications for adult education services.

Hodgkinson has researched demographics and education for the Center for Demographic Policy and has served as senior advisor for the American Council on Education. He has reported on his research at several workshops and conferences in the South sponsored by the Southern Rural Development Center. In the teleconference Hodgkinson reviews recent information about various agencies serving the same clients and examines how each organization provides its services throughout a client's life. He also discusses forces mandating collaboration, such as the movement of cities across state lines.

Some of the starting estimates forecast drastic changes in the target audience for adult education services. The session will provide crucial information for adult educators as we move into the 21st Century.

The teleconference may be down-linked live or purchased as a VHS videotape. For more information, contact KET, The Kentucky Network, (800) 354-5067.

4
Leadership notebook tells how to keep work going

Sometimes it is easier for com- munity and organization leaders to develop strategic plans than it is for them to keep work moving on those plans. Keeping initiatives moving is the focus of Leadership: Sustain- ing Action on Community Organiza- tional issues, developed by the North Central Regional Center for Rural Development.

In 1980 the Center appointed a task force to look into the areas of why communities go adrift in their efforts to move ahead, why strate- gic plans fail to make headway, and how community leaders can be more effective over time in achieving their goals. The Leadership: Sustaining Action on Community and Organization Issues notebook is a product of the work force. The notebook includes an ana- lytical tool as a method for commu- nity leaders to analyze their own situations in partnership with a facilita- tor, to plan solutions and to get underway again.

Leadership educators plan meeting

The theme of the Association of Leadership Educators annual meeting is "Building Leadership Connections." The meeting will be held July 7-9 at The Donaldson Brown Hotel and Conference Center on the Virginia Tech campus in Blacksburg.

Professional leadership seminars will be offered on Thursday, July 7, at 1:00 p.m., just before the annual program and meeting that begins Friday morning.

The keynote speaker is the Sec- retary of Education for the Common- wealth of Virginia. Topics for the seminars include coalition building, volunteer development and youth leadership.

The meeting is being co-hosted with the Institute of Leadership and Volunteer Development at Virginia Tech. Early bird registration is $39 until June 1; $50 June 2-5. After June 5, $60. Registration can be made by contacting Dr. Shirley Garken, Institute for Leadership and Volun- teer Development, Virginia Tech, Blacksburg, VA 24061-1010, (703) 231-7866.

In Print

"Community Economic Analysis: A How-To Manual" is for an individ- ual or group of people interested in understanding the economic dynamics of a community. It is designed to assist individuals who work with bringing economic development to a group of citizens or decision-makers concerned with the economic health of their area. It covers a series of questions that might occur to some- one preparing to analyze how a group of people or to someone just starting to build an under- standing of community economic analysis. It contains analytical tools usually found in disparate sources. Available for $4.95 from the North Central Regional Center for Rural Develop- ment, Iowa State University, 216 East Hall, Ames, Iowa 50011-1070.

"Senior Series Extension Pro- grams for Older Adults" is a North Central Regional Program Evaluation of one innovative program for pro- viding education and services to older adults. The program is the Senior Series Extension Program for Older Adults. The study sought to identify the types of projects conducted, the extent of agency collaboration, project impacts on program participants, new education materials developed, impacts on primary and local public policy and barriers to implementation of proposed activities. The publication includes an analysis of a state contact survey and a local personnel survey and issues of concern. Available from the North Central Regional Center for Rural Develop- ment, Iowa State University, 216 East Hall, Ames, Iowa 50011-1070.

Smart Farms in Small Towns examines several innovative agricul- turing approaches to modernizing small, rural manufacturing firms. Industrial extension services, linking manufac- turing firms with community colleg- edges, and youth apprenticeships are among the strategies explored.

Smart Farms in Small Towns is part of the Aspin Institute's "Best Prac- tices Series." Single copies are available for $8.00 from Aspin Institute, Publications Office, P.O. Box 1050, Queenstown, MD 21658.


The 80-page guidebook focuses on getting the most out of local govern- ment meetings, running efficient meetings, communicating effectively with the media and the public, man- aging government finances and working successfully with volun- teers. It also provides information on additional sources for training, technical assistance and funding. Available for $12.95 for NACTT members, $15.00 for others. Order from the National Association with Towns and Townships, 1522 K Street, N.W., Suite 800, Washington, D.C. 20005, (202) 337-5200, FAX (202) 289- 7996.

Names in the News

KARL R. STAUBER has been named deputy secretary of agricul- ture for small community and rural development. Before joining USDA, Stauber served as vice president of the Northwest Area Foundation, a St. Paul-based private foundation.

ALMA HOBBS is ES-USAID act- ing deputy administrator, 4-H and Youth Development.

CONNIE MCKENNA is ES- USAID acting deputy administrator, Home Economics and Human Nutrition.

Home based business

The first national conference on the growth of work from home will be May 1-4, in Tulsa, Oklahoma.

"Home-Based Business: The Next Economic Generation" is for individuals who support and serve home-based business owners or prospective owners. The conference is presented and hosted by the Okla- homa Extension Service as part of the USDA-CES national initiative on home-based businesses. Co-hosting the conference is the Oklahoma Home-Based Business Advisory Board.

The conference will bringtogether experts, authors, service and product providers. Topics include model programs for marketing, fi- nancial and management assistance, latest research findings, current issues and challenges, and services and materials available and organizing networks/associations for home-based business owners.

For more information contact Marilyn Burns, 416-4776, FAX 405-744-7113.

VA Tech hosts Aging Institute

The Virginia Tech Center for Gerontology will host two confer- ences this year. One will be May 2-3, at the Donaldson Brown Hotel and Con- ference Center on the Blacksburg campus.

The theme for the institute is "Building Networks and Issues," and focuses on how the environment impacts the quality of life among rural elders. The goal of the institute is to provide an opportunity for Institute participants and Institute resource persons to engage in dialogue that will enhance decision making and ultimately translate into vehicles that will empower rural elders to partici- pate fully in the use of public resources.

The Institute will include topics that focus on economic issues and development, implications for women and minorities, housing options, access to community based resourc- es and services, rural outreach and grass-roots volunteerism, and coalition building.

Policy-makers and administra- tors, clients, practitioners, educators and researchers are invited to attend. For more information, contact Charlean Freeman-Coker, coordinator, at (703) 231- 7657.

Heartland continued from page 1

The second day’s program included topics on marketing local markets and the struggle to attract new businesses into a com- munity, gaining tomorrow’s leaders today and how to network with other organizations.

Mark L. Mandel, county Exten- sion director, Norwalk, Oklahoma, reminded the audience that finding the right people and making sure they are the economic development people are not working in a community, there wouldn’t be many jobs joining the community in the next year. She offered suggestions for developing an economic develop- ment plan of action.

Next year’s conference will be held in Brookings, SD, May 2-3, 1984. For more information about the 1983 conference or upcoming Heartland Conference, contact Son- ny Siss, Extension specialist, Kansas State University, Univer- sity Park, Kansas, 66505.
Telecommunications may be answer

Innovative applications of tele-communications may provide some answers to the problems rural educators and health care providers face, according to articles in the Jan., 1994, issue of "Economic Development Digest."

One article says rural schools and educators have begun to experiment with "distance learning" to improve their instructional offerings without dramatically increasing cost.

Distance learning techniques run the gamut from interactive bidirectional video teleconferencing, where students and the teacher can see and hear each other from different schools, to broadcast video courses transmitted via satellite and allowing schools to import instruction from a master instructor, to modified versions of correspondence courses using audio cassettes, compact discs and video cassettes.

Using distance learning techniques, rural schools will be able to offer curricula and instruction as rich and diverse as those found in much larger urban schools.

"Telemedicine" can decrease the isolation of rural health professionals and increase the quality and quantity of health care services available.

Through a system of video and data networks linking rural hospitals to university medical centers, rural general practitioners can consult with specialists all across America in other major hospitals. Physicians and other health care professionals can use the system for remote diagnostics, video consultation, in-service training and continuing education.

If a rural community has no doctor, para-professionals can communicate with physicians for assistance in diagnosis and treatment of their patients.

Telemedicine networks can even provide a way for rural communities to develop their own health professionals locally.

Capsules is published periodically by the Southern Rural Development Center (SRDC) for educators, researchers, practitioners, local officials and private citizens interested in improving the quality of life in small communities and rural areas of the South.

SRDC is one of four regional rural development centers in the nation and focuses specifically on rural problems of the Southern region. Located at Mississippi State University, SRDC provides support to the extension stations and extension services of 26 land-grant universities in 13 Southern states, Puerto Rico and the Virgin Islands.

Capsules is a forum for sharing: please send news articles and information about forthcoming events to the editor.

H. Dox Brodax, Director
Jacqueline Tidgle, Writer/Editor
Sandy Payne, Editorial Asst.

Mississippi State University does not discriminate on the basis of race, color, religion, national origin, sex, age, handicap/disability, or veteran status.

The Southern Regional Program Advisory Committee will meet April 14-15 in Atlanta to recommend program emphasis areas for the next two years. Recommendations go to the SRDC Board of Directors.

The Advisory Committee represents the Extension and research divisions of the 1892 and 1903 land-grant universities in the Southern region. The committee has been expanded to include representatives from other agencies. Five new agencies are represented:

U.S. Forest Service (USFS)
Southern Legislative Conference (SLC)
Tennessee Valley Authority (TVA)
W.K. Kellogg Foundation
National Association of Development Organizations (NADO).

Following are the representatives of these agencies:

Joe Brown, USFS
Ken Ferr, SLC
Jane Fowler, TVA
Thomas L. Thorburn, W.K. Kellogg Foundation
AliceAnn Wohlenbruck, NADO

Representatives from federal funding agencies will also participate in the planning meeting. Those representatives include:

Marvin E. Konyha, Natural Resources & Rural Development, ES-USDA
Richard G. publicity, Cooperative State Research Service, USDA
Patrick J. Sullivan, Financial Markets, USDA-ERS-ARES

Input from the land-grant campus level is vital for identifying current and future program needs in individual states. Such input to the Program Committee aids in identifying regional needs and, in turn, strategy for meeting those needs. Regional programmatic and research efforts of the Southern Rural Development Center are presently directed toward human capital development, rural health issues, infrastructure development and rural poverty.

Capsule readers are encouraged to contact local representatives with suggestions of program needs to be addressed by the Committee. Following are the local representatives:

University of Florida Southern University
Auburn State University Oklahoma State University
Florida A&M University University of Puerto Rico
University of Florida Fort Valley State College
The University of Georgia South Carolina State University
North Carolina State University
Virginia Tech
Clemson University
University of Tennessee State University
Texas A&M University
Louisiana State University
University of Virginia
Kentucky State University
University of Arkansas at Pine Bluff
Auburn University
University of Arkansas
Alabama State University
University of Texas
The University of Tennessee
North Carolina A&T State University

Alabama • Arkansas • Florida • Georgia • Kentucky • Louisiana • Mississippi • North Carolina

Oklahoma • Puerto Rico • South Carolina • Tennessee • Texas • Virgin Islands • Virginia
Building support for agricultural research may be difficult.

In the coming years there will be increasing demands on what commercial farmers think they want from the agricultural and educational system and what consumers want, according to an article by David B. Debertin in the Fourth Quarter issue of Choices magazine.

In "Building consumer support for agricultural research and education programs," Debertin, director of Agricultural Economics at the University of Kentucky, explores what is driving the need for expanding consumer support for agricultural research and education programs.

In the past, Debertin says, agricultural college professionals have argued that research and education are a primary reason the cost of food in the U.S. is among the lowest of any country in the world. But he says that argument is not as viable now as it once was.

Debertin says consumer needs and demands have changed dramatically in the last 20-30 years, and most consumers are not necessarily interested in the increase in profitability of farmer-producers. Consumers are concerned about production costs for raw agricultural commodities only when those costs influence the prices of food they buy.

Also, colleges of agriculture producing cost-reduction production technologies don't help today's households as much as the ones of 20-30 years ago, Debertin says. With both parents in many households working, time is valuable. Households are smaller; many households now consist of single people or living alone. Costs increased from reduced agricultural commodity prices for a family of seven or eight become less important in smaller households.

In addition, today's consumers want to control their food supply is from contaminants of both biological and man-made. New technology is viewed skeptically. Too frequently, according to Debertin, so-called experts have sought to assure consumers that a new drug, pesticide, or whatever is "perfectly safe," only to find later evidence the product was as safe as it was believed.

Many agricultural scientists still think consumers will provide political support for agricultural research and education if they can develop technologies that further reduce the price of milk, meat, or any other food. But these unprocessed agricultural commodities now represent only a small portion of most consumers' food budgets.

Despite Debertin says consumers might be more willing to provide political support if the agricultural research and educational systems demonstrate increasing efforts toward improving the quality of processed foods or reduced processing costs. Further, between 1973 and 1983, the number of consumers desire food produced without pesticides and chemical fertilizers, the system should develop the technologies that can do this.

Administrators fear an increased focus on consumer concerns will alienate the core traditional base of support for public agricultural research and education. The medium-sized commercial farmers of Central Kentucky want colleges of agriculture to educate consumers about the safety of current production technologies. The medium-sized commercial farmers of Central Kentucky want colleges of agriculture to educate consumers about the safety of current production technologies. Consumers seek colleges of agriculture not as unbiased sources of information regarding food safety, but instead influenced by the special interests of commercial farmers and agricultural chemical and drug producers.

Debertin concludes the public agricultural research and educational system needs to adjust to the changed demands and concerns of the consumer and not expect consumers to adjust. Conflicts will increase between what commercial farmers think they want from the agricultural research and educational system and consumers.

Colleges of agriculture cannot hope to build a strong base of consumer support if they do not care about the degree, traditional support from commercial farmers, he says.

From the Grassroots: Case Studies of Eight Rural Self-Developed Efforts: and the University of Missouri has announced its 30th annual Community and Rural Development Institute on June 11. Studies show more than 900 students from 74 countries have participated in the Institute. Students may earn three college credits.

The first week of the Institute is spent studying the concepts of community development in a third world context. The second week will be spent in study of development in a country that has lived with a fractured civil society that has lived with a fractured civil society.
Southern Rural Development Center prepares for review

A review steering committee was formed last month to guide SRDC through a comprehensive review scheduled by USDA Extension Service and Cooperative State Research Service. The committee met at the Center and outlined a holistic evaluation process for the review. Objectives for the review are as follows:

- Clarify the mission of SRDC from enabling legislation.
- Describe the vision, goals and objectives of the Center.
- Obtain advice on best use of Center funds.
- Ascertain impact of Center on target groups.
- Evaluate SRDC policies and procedures.
- Identify better ways to communicate what the Center is doing to support research and extension at the state level.
- Seek additional opportunities for 1890 involvement in Center activities.

An evaluation specialist (Howard Ladewig, Texas A&M University) will develop a questionnaire for collecting data from a diverse audience including land-grant personnel who use SRDC as a resource. Persons impacted by projects will also be polled.

The evaluation document will question customer satisfaction and impact investment: How satisfied are the people served by SRDC? and, Are the consequences of impacts on the rural south worth the investment?

Based on the data collected, review documents will be prepared containing a statement of the rural development problem or situation in the region, organization of the Center, issues and priorities addressed by the Center, impacts of Center programs and future directions.

The Center's Program Advisory Committee will be heavily involved in identifying program impacts and success stories to illustrate regional rural development activities. Program Advisory Committee members are the vital link to capturing the essence of SRDC.

A suggested date (June 1995) and a list of potential review team members have been submitted to USDA. The committee will continue to monitor the review process. Committee members are:

Program Advisory Chair Mike Levi, North Carolina State University; Gerald Doeksen, Oklahoma State University; and Lionel J. Beaulieu, University of Florida.

Ralph Otto, ES-USDA also attended the meeting. SRDC staff participating in the planning session included Doss Brodnax, director; Jerome Burton, associate director, Alcorn State University; Bonnie Teeter, assistant to the director; and Jacque Tisdale, writer/editor.

Alabama • Arkansas • Florida • Georgia • Kentucky • Louisiana • Mississippi • North Carolina • Oklahoma • Puerto Rico • South Carolina • Tennessee • Texas • Virgin Islands • Virginia
Regional Rural Development Centers offer combined report

The 1993 Combined Report and Combined Publications List are now available from the regional rural development centers.

The report and lists contain detailed information on the past year's progress of each Rural Development Center. The reports highlight projects and programs, and list publications available from each center. The combined report and publications lists are useful for researchers, educators, and others interested in rural development.

Special issue focuses on rural America

A special issue of The Annals of the American Academy of Political and Social Science focuses on rural America. "Rural America: A New Opportunity" is the title of the special issue, which contains articles by Emery N. Castile, William E. Gehrke, and other contributors.

On Schedule

The Association of Leadership Educators annual meeting is July 7-8 at the John F. Kennedy Conference Center in New Orleans. The meeting focuses on leadership development and features workshops on various topics.

In Print

Combined Publications List gives the titles and costs of publications available through the four Regional Rural Development Centers. The list includes reports, educational manuals, conference proceedings, and other materials.

Names in the news

CLIFF BICE is the new director of Agricultural and Rural Development at Mississippi State University.

OSCAR P. BUTLER, JR., acting administrator of the 1990 Emergency Program at South Carolina State University, Orangeburg, South Carolina.

CLIVE W. DONOHOO, director of the University of Georgia's Agricultural Extension Service, will retire May 31 after 10 years in that position. Before coming to UGA in 1984 he was assistant director and director of The Ohio State University Agricultural Research and Development Center.

CHARLES J. SCIFRES has been appointed associate vice president for Agriculture and Research and dean of the College of Agriculture and Economic Sciences at the University of Arkansas, effective March 1. He has been an associate director of the Oklahoma Agricultural Experiment Station since 1990.

ALMA HOBBS has been appointed in the permanent deputy administrator position, USDA-ESD A-4 and Youth Development.

Economic Issues

Innovation Opportunities in Special Forest Products, a special issue of the Journal of the Mississippi State University College of Agriculture, includes non-traditional forest products such as aromatics, berries and wild fruits, charcoal, chips, cones, cooking wood and others. The issue also features articles on marketing and packaging, and distribution requirements. Reading: "25 plus shipping to order"! No order required. From Rita Leach, Rural Publications, Midwest Research Institute, 425 Viking Boulevard, Kansas City, MO 64110 or call (816) 753-7800, Ext. 1237.

Rural Data, People, and Policy features a variety of information system issues, including the role of public universities in providing data and information on new markets and what kind of rural data will be needed in the years ahead, what the national data sets reveal about rural America and what they cannot reveal, in which these public databases are needed to provide information in order to complement, extend and reinforce national efforts and how the new high-speed computer-based tools can be used to collect data.

NIS available ES-USDA gopher

The National Agricultural Library's Electronic Information Initiative is now available via the Extension Service, USDA gopher and Almanac information servers. Instructions follow.

Get to the main menu of the Extension Service, USDA gopher by:

Go to the main menu of the Extension Service, USDA gopher by:

- Click on type: gopher esusda.gov
- Choose program: "Extension Service, USDA - > " USDA" - > "General" - > "Extension Service, USDA" - > "From the main menu, pick "USDA and other Federal Agency Info" - > "Then pick "USDA Agency Info" - > Then "National Agric. Library Electronic Info Initiative"
Home* A* Syst meeting pursues household options

The Southern Rural Development Center recently coordinated a workshop to familiarize personnel with the Home*A*Syst environmental assessment program. This program helps rural residents identify and prevent groundwater contamination from various sources in the household. A variety of management technologies and methods was discussed in the workshop.

The meeting was April 7-8 in Atlanta. Representatives attended from Alabama, Mississippi, Tennessee, Louisiana, Georgia, Florida, North Carolina, and South Carolina. Total attendance was 47, with representatives from 1862 Extension, 1890 Extension, EPA and other agencies. Attendees formed partnerships and decided to pursue potentials of Home*A*Syst in their own states.

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Capsules is a forum for sharing; please send news articles and information about forthcoming events to the editor.

H. Don Brodaxx
Director
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Capsules is one of the main sources of information by community resource economic development (CRED) Extension specialists, according to a recent survey.

* Approaches of Extension Specialists to the Teaching of Community and Rural Economic Development in the title of a survey conducted by Julie Leones, University of Arizona Extension Economist. The survey was sent to people identified as CRED Extension specialists who deal with economic issues. The purpose of the survey was to identify the types of educational programs offered by topics, media of instruction, and target audiences. A second set of objectives was to learn more about sources of information that specialists rely on, their educational philosophy, the interactions they see between Extension, teaching and research activities and their approach to educational programming.

Most of the economics specialists in CRED hold doctoral degrees in agricultural and resource economics, a few hold master’s degrees in economics and a few hold degrees in related social science fields. While the group had an average of 12 years experience as Extension specialists, 30 percent of all specialists had less than five years experience.

The Center will focus attention on activities related to the selected topic areas for the next two years. A request for proposals (RFP) will be issued in July for research and Extension projects in these priority areas. Land-grant university professionals will have the opportunity to identify activities requiring "seed money" and submit "seed money" requests for up to $15,000. Proposals will be due the latter part of August for funding in October. Funded projects have a two-year time limit. Specific conditions and possible strategies for each issue will be developed and will be listed in the RFP.

Twenty-nine representatives of land-grant institutions, foundations, and other agencies participated in the meeting and in setting priorities for the Center. Chair Don Voth, University of Arkansas, Fayetteville, presided at the meeting with Vice Chair Mike Levi, North Carolina State University. At the conclusion of the meeting, Levi was named chair and Handy Williamson, University of Tennessee, was elected vice chair.
Corporations favor small town USA

U.S. corporations are preferring to locate in smaller, relatively remote towns, and this preference is part of a trend to redistribute power—organizational as well as geographically, according to David A. Heenan in his book "Corporate Frontier, The Big Move to Small Towns." Heenan reached these conclusions while travelling around the country looking at "established and embryonic firms based in Small Town, U.S.A., as well as businesses that had recently relocated or were contemplating a move to the new frontier." The book describes how and why small towns are serving as "flexible environments for U.S. industry."

Heenan says command has shifted from, and will continue to shift from, the center (traditional headquarters and large cities) to the periphery (so-called mini-headqua- ters and small- to medium-sized communities). "U.S. companies that partake in this important trend will be better equipped to face the competitive realities of the 1990s and beyond," he says.

Heenan asserts that business executives feel their businesses can be run from relatively remote harbiets and that location does not have a serious impact on earnings.

Names in the news

LEROY DAVIS will be representing 1830 Research Administrators on the Southern Rural Development Center Board of Directors. He is administrator of the Natural Resources Development Adminis-tration at Alocorn State University.

WILLIAM W. GINSBERG was con-firmed as Assistant Secretary to the U.S. Economic Development Adminis-tration. He comes from a not-for-profit science and technology Park Development Corporation.

JESSE L. WHITE, JR., was confirmed as Federal Co-chairman of the Appalachian Regional Commission (ARC). Formerly he served as exec-utive director of the Southern Growt-H Partnership Board.

In print

Breaking into the Trade Game: A Small Business Guide to Exporting

The Southern Regional Small Business Development (SARD) has announced several successful export projects and examines the process and preparation involved in evaluating which products to export. The guide provides tips on how to identify export opportunities, prepare product specifications, and identify potential customers.

Leads and Learning: An Intersczcative History of History

The Southern Regional Small Business Development (SARD) has released a new publication aimed at helping small businesses. The guide provides tips on how to identify export opportunities, prepare product specifications, and identify potential customers.

Continued economic growth drops rural unemployment rate

If strong economic growth continues in 1984, rural unemploy-ment should continue to fall, according to "Rural Employment Falls throughout 1993," an article written by Paul Swaim in the Winter 1993/94 issue of "Rural Conditions and Trends." Swaim says rural labor markets recovered throughout 1993 and showed some signs of stabilizing after a second half of 1992, paralleling the course of the overall economy.

Another year of economic growth at current rates would probably reduce the rural unemployment rate by approximately its pre-recession level, he says.

The article says official unemploy-ment rates may underestimate the full extent of worker availability because they omit individuals who want a job but have given up looking for work (discouraged workers) and those forced to accept part-time work.

A more comprehensive measure of labor market slack is the adjusted unemployment rate, which includes discouraged workers and those who work part-time because they cannot find full-time employment. The adjusted unemployment rate fell in rural areas in 1993.

The drop in adjusted unemployment rate ch eyly has been due chiefly to lower official unemployment.

The fall in official unemployment may thus overstate recent gains in the extent to which workers can find the types of jobs they desire and hence understate both employment difficul tis and the rate of overall employment growth.

Swaim says the unemployment rates for Black and Hispanic men were all above the national average, except for Black women, at an average rural unemployment rate of 6.5 percent in 1993. Young and minority workers are more likely than other workers to settle for part-time work schedules, he says, despite wanting full time jobs, or to give up looking for work, believing that they cannot be found.

Job growth for rural youths was quite strong in 1993, however, and youth unemployment fell overall.

The unemployment rates of rural men and women were essentially equal in 1993.

The number unemployed fell more rapidly than the numbers discouraged or involuntarily working part time

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"Shared Vision" conference a shared effort

"Power of Shared Vision," was a collaborative venture of four regional rural development centers, the Extension Service/USDA and the Forest Service/USDA. The final of three workshops was completed June 23 in Jackson, Mississippi. The leadership development course focused on enhancing rural areas through leadership, vision, collaboration and action.

The Southern Rural Development Center brought together a team to develop the workshop for representatives from the Southern Region's Forest Service, Extension Services, HCDAs and State Forestry Commissions. Emphasis was on strengthening linkages among rural development service agencies and their professional staffs.

The training sessions also were developed to:
- create an increased working knowledge of leadership and its value to rural communities.
- develop key leadership skills for working collaboratively within rural communities.
- promote an action attitude towards improving the quality of life in rural communities.
- The Forest Service provided support for presenters and conference materials. SRDC printed the materials and coordinated the facilities.
- The expert evaluations were positive. Specific comments indicated a need for continued interaction between agency personnel.

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The steering committee that developed and implemented the program include the following: Janet Ayers, Purdue University; Tim Bonch, North Central Regional Center for Rural Development; Jane Brass, Western Rural Development Center; Doss Brodnax, Southern Rural Development Center; Liz Crane, Forest Service/USDA; Daryl Heasley, Northeast Regional Center for Rural Development; Sue Raftery, Auburn University; Chris Sieverdons, Clemson University; Jacques Tisdale, Southern Rural Development Center; Alan Pigg, Forest Service/USDA; Randy Williams, Extension System/USDA; and Gerald Wicker, Forest Service/USDA.

Emerging and current public concern issues subject of NERCDB book

Current legislation for the U.S. food and agricultural sector is provided by the Food, Agriculture, Conservation, and Trade Act of 1990. This legislation expires in 1995.

The policies in this Act include vital concepts, such as farm price and income support, food distribution, grain reserves, international trade, soil and water conservation, and rural development. Important decisions about the issues and policy choices must be made by all involved in the policy process.

Food, Agriculture, Rural Policy into the Twenty-First Century, edited by W. L. Hullberg, Robert G. F. Spitz and Daryl E. Ray, provides relevant and objective information to those who will participate as elected officials, policy-making advisors, industry spokespersons, lobbyists, educators, policy administrators and concerned citizens. It offers recent information concerning a wide array of issues fundamentally important to the U.S. agricultural and food sector, reviews a diverse set of policy approaches for dealing with these issues and assesses trade-offs among these alternative approaches. Each chapter of the book focuses on a current or emerging public concern likely to be a focus of attention in 1995 policy.

The contributors were selected to contribute because of their particular expertise and to reflect a truly national perspective. Their collective contributions have made possible a continued on page 9

Alabama • Arkansas • Florida • Georgia • Kentucky • Louisiana • Mississippi • North Carolina Oklahoma • Puerto Rico • South Carolina • Tennessee • Texas • Virginia Islands • Virginia
Employment projections imply rural disadvantage

The Bureau of Labor Statistics (BLS) recently released its projections of employment from 1992 to 2005. BLS projects losses in mining and manufacturing, growth in larger shares of rural than urban employment. BLS projects growth in all major occupation groups. However, agriculture, forestry and fishing and operation, fabricator and laborer groups, which comprised nearly 27 percent of rural employment in 1992, are projected to grow more slowly than other occupational groups.

Between 1975 and 1992 employment in rural areas decreased as a share of total U.S. employment. Although a large share of rural employment is now in occupations expected to grow the most through 2005, these industries and occupational groups projected to experience employment declines or slow growth are concentrated in rural areas.

On schedule

The Association of Leadership Educators annual meeting is July 7-9 at the Donaldson Brown Hotel and Conference Center on Virginia Tech campus in Blacksburg. Early bird registration must be postmarked by June 1 and is $95 for members and $130 for non-members. Registration after June 1 is $105 for members and $140 for non-members. More information is available from Shirley Gerken, Institute for Leadership Development, Virginia Tech, Blacksburg, VA 24061-0160, (703) 231-7968.

The International Community Development Society will hold its 26th annual conference in Lincoln, NE, July 24-26. The conference theme is: "Yesterday’s Dreams, Tomorrow’s Design." Concurrent workshops, papers, BRIDGES sessions as well as urban and rural tours are scheduled to encourage and facilitate the exchange of ideas, information and expertise among those involved in community development. A BRIDGE session is an exploratory session where raw ideas are shaped into concepts using "think pieces," debate, simulation or controversial topic discussion. Contact Wanda Leonard, University of Nebraska, (401) 472-3674.

So. Technology Council seeks university collaborations

The Southern Technology Council is looking for ways researchers and major universities in the South can collaborate with staff in the Council's headquarters at Research Triangle Park, North Carolina. Recent successful projects have involved collaboration with industry and state universities, and the Council wishes to expand the number and scope of those relationships.

Over the next two years the Council will embark on an ambitious program of study projects and activities. These are intended to result in products of practical value to decision-makers in the region. They include the following:

- analysis of best practices and methods in technology business practice
- an analysis of new approaches to financing technology-based new enterprises
- development of a clearinghouse of methods and tools for manufacturing technical assistance and extension

Sunbelt Agricultural Exposition, Box 281, Ft. Walton Beach, FL 32517, (813) 386-3459.

The Heartland Center for Leadership Development will host "Helping Small Towns Survive" October 27-31 in Jackson Hole, WY. The conference is designed especially for community development specialists working with small towns and rural communities and focuses on the role of the community development professional in rural community viability. For more information contact the Heartland Center at (800) 927-1115.

Ext. in Cities conference provides directories

The Southern Region on Expansion in the Cities conference directories remaining. The directory describes 95 programs with a contact person's name, address and phone number for each program, $12. Order from Extension Conference Office, Landrum Box 8112, Georgia Southern University, Statesboro, GA 30460. Make checks to East Georgia Conference. For additional information contact (912) 681-5189.

Farming systems center first in South

A Center for Environmental Farming Systems has been established at North Carolina University's Cherry Farm in Goldsboro. The center will provide support for collaborative research and demonstration projects.

Projects for the Center include a whole-farm demonstration project that will integrate on-farm practices for diversified crop and animal production. Other studies will focus on organic and no-till methods.

Much of the work will emphasize crop rotation, nutrient cycling, integrated pest management and other practices that reduce the need for chemical inputs.

Plans for the center are being conducted jointly by the School of Agriculture and Natural Resources at North Carolina State University and by both North Carolina and A&T State University. It will be the first center of its kind in the South.

USGS offers posters, Spanish and English versions available

Several water-related educational posters, including one that has been translated into Spanish, are now available from the U.S. Geologi-

cal Survey (USGS).


Now available in both Spanish and English, this poster depicts water's many uses and shows how water is recycled and used again. Three additional posters in the series also may be ordered. These illustrate the topics of groundwater, wastewater, and floods.

Plans for the remaining five posters are underway. These will address watershed and floods, the hydrologic cycle and acid rain, hazardous materials, oceans or naviga-
tion and water quality issues. When complete, the nine posters in the series will be joined together to constitute a complete poster wall.

Up to 50 copies of each of the four completed posters (water use, in English as a few resource versions, wastewater treatment; wetlands; and groundwater) are available for free by writing to USGS, Map Dis-

ribution, Box 3723, Denver Federal Center, Denver, Colorado 80225-0425.

reprinted from "On Tap," Volume 3, Issue 1, Winter 1994

Limited copies are available free, one per agency, on a first-come, first-served basis. Order from the Northeast Regional Center for Rural Development, 7 Arts Bldg., The Pennsylvania State University, University Park PA 16802-5600 or call (814) 863-4656.

promoting and/or disseminating reports, books and articles.

To explore your ideas, contact the Center Coordinator: Louis G. Tomatzky, Southern Technology Council, P.O. Box 12233, Research Triangle Park, NC 27709; (919) 941-8145; FAX (919) 941-5594.

book that is informative and current, and draws on the expertise of pro-

fessionals with a wide variety of perspectives. Authors: Byatt, Krutzen, Knobler, Johnson, Sanders, Skees, Smith, Smith, White, and Wimberly represent the Southern Region.

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Success of SRDC-funded project exceeds expectations

The following is a case study of an SRDC-funded project. The Center is focusing on reporting impacts of "seed money" grants.

Property tax appraisal now is much simpler and more affordable for some Georgia counties after the Southern Rural Development Center and other organizations invested in a computerized mass appraisal program.

"We estimated the Georgia Appraisal Program (GAP) has saved the taxpayers $2 to $4 million dollars in the years since it was installed," says Gregg Reese, principal property tax appraiser for the Georgia Department of Revenue. "It has been successful beyond what we ever imagined," he says.

The initial idea was to provide a system to fill in until something better could be afforded. Reese says GAP is now considered the primary choice because of its capacity to do the job, ease of use and feasibility.

"Property tax appraisal is a major issue in all states because ad valorem property taxes are a major source of revenue for local governments. This is particularly true in rural counties in Georgia, where property taxes average at least half of county government revenues. Until recently tax appraisal in most rural Georgia counties was performed manually because computerizing the appraisal offices was too expensive. Commercial tax appraisal services cost at least $50,000 and on-going support cost about $15,000 annually. Rural county governments found it difficult to raise taxes or divert funds from other major expenditure needs, such as roads, to provide funds for computerizing tax assessors' offices."

The State of Georgia, recognizing the problem, began a computerized mass appraisal program with the Southern Rural Development Center and other organizations. GAP was developed in phases, beginning with a $15,000 grant from the Tennessee Valley Authority. SRDC provided $15,000 for the second phase. A pilot module was funded from $120,000 in state funds. The GAP Group, Inc., a non-profit association of all Georgia counties that use GAP, provided funds for two other modules. Another module is planned, along with improvements requested by counties using the program.

All of this cooperative work resulted in an appraisal program that helps counties maintain up-to-date, reliable data in the tax assessors' offices. GAP stores and manipulates data gathered on each piece of property, real and personal, in a county. With GAP tax assessors can maintain fair and equitable values on all properties and can provide information to property owners in a fraction of the time needed without an automated system. Many of GAP's calculation schedules can be localized to meet specific county needs. GAP gives the county a tool to help handle the pressure and scrutiny under which the tax assessor's office operates.

According to Steve Burnett, formerly with the Georgia Extension Service, 65 of Georgia's 159 counties use GAP to appraise property for the ad valorem tax digest. "These 65 counties represent a total of almost 700,000 parcels of property," Burnett says. "GAP has taught the taxpayers in those counties a combined total of at least $2 million in capital outlay required to purchase comparable commercial software and hardware. In addition the counties save a combined total of $250,000 each year in support fees and associated costs," he says.

Burnett says GAP has been well received by the counties and is very cost effective. The Georgia Department of Revenue provides the software and supports the program with one full-time principal property tax appraiser. Support is available on-site, verbally over the telephone and through telecommunications via modem. Counties provide necessary hardware and are encouraged to join the GAP Group, the non-profit member association of counties that use the program. County personnel may also receive training of GAP through the State Appraiser Appraiser Certification Program.

"Without GAP most of the counties probably would not have an automated system in the tax assessors' offices," Burnett says. "The counties recognize the importance of GAP to their tax system and the integral role the State must play to keep the system functioning.

GAP's success can be linked to the willingness of different agencies such as the Southern Rural Development Center to cooperate in such an endeavor. GAP is an example of what can happen when counties, state, and Federal government cooperate."

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Oklahoma • Puerto Rico • South Carolina • Tennessee • Texas • Virgin Islands • Virginia
PLC to focus on "Frameworks for Change"

The 1984 Joint Southern Region Program Committee Meeting will focus on Extension's role in adapting to change. This year's conference is entitled "Frameworks for Change." State program leaders from each Southern state will gather in San Antonio, Texas, August 28-31, for individual meetings by discipline and as a group to explore the rapidly changing issues of the Extension Service.

Dr. Harry Boyte, director of the Center for Democracy and Citizenship, Humphrey Institute of Public Affairs, and Ms. Barbara Mobley with the Alabama Cooperative Extension Service, will discuss the application of Citizen Politics in the Extension System. Participants will also have an opportunity to review state-of-the-art communication technology. Exhibits will feature case studies of Extension innovations.

Representatives of the individual committees serve on the Southern Region Program Leadership Committee. PLC members are:

- Billy Caldwell (NC) Agriculture & Natural Resources
- Joe Courson (GA) Communications
- Susan Holder (MS) 4-H Youth Development
- Horace Hudson (GA) Chair Community Development
- Martha Johnson (AL) Home Economics

- Bill Shimal (SC) Program and Staff Development
- James West (NC) Middle Management
- Notland Williams (KY) 1890 Institutions
- Wayne Jordan (GA) Advisor
- Doss Brodnax/Bonnie Teater (SRDC), ex-officio.

National Rural Health Conference dates set

If it's mid-July already, 1995 must be just around the corner according to sponsors of the 18th Annual National Rural Health Association National Conference. Decisions for Health Contacts and others who are interested should mark your calendars for May 17-20, 1995 for the meeting scheduled for Atlanta, Georgia. The annual Extension pre-conference workshop will be the day and a half prior to the opening of the conference. More information will be issued closer to meeting time.

CSRS, ES begin merger talks

An initial meeting of USDA's Cooperative State Research Service (CSRS) and Extension Service (ES) employees was held July 6 to announce the beginning of the merger process for the two agencies. John Patrick Jordan, CSRS administrator, and Shelley Williams, ES acting administrator, presented introductory remarks, answered questions and answered question and answer period followed. Agency awareness meetings are being held for staff to become better acquainted with the work of each agency.

Members of the steering committee who are facilitating the merger process include:

- CSRS
  - Walter Woods, chair
  - Jane Coulter
  - James Cook
  - Colleen Hefferan
  - Ted Wilson, admin. advisor

- ES
  - Alma Hobbs, vice chair
  - Gene Spory
  - Patricia Calvert
  - Ralph Oye
  - Curd Deville
  - John Bottoms

For additional information about GAP and the SRDC project contact:

- Gregg Reese, Principal Property Tax Appraiser
- Georgia Dept. of Revenue
- 400 Emory-Washington Blvd.
- Atlanta, GA 30334
- (404) 656-4240

The final report of the Center-sponsored project that partially funded the development of GAP is available from SRDC. Order SRDC 8139, "Microcomputer Aided Tax Appraisal for Local Governments...Experiences in Mississippi and Georgia." Cost $4.00 plus postage.

SRSA: Call for papers

The Southern Rural Sociological Association (SRSA) has issued its Call for Papers for the annual meeting scheduled for January 28-February 1, 1995, in Orlando, Florida. The theme of the meeting is "Rural Community Revitalization and Change: Lessons From the South." Persons whose research has implications for rural life and rural communities are invited to participate through paper presentations, panel presentations, exhibits and poster sessions. Please submit a one-page abstract not exceeding 150 words to:

- Libby Morris, SRSA program chair
- University of Georgia
- 314 Candlor Hall
- Athens, GA 30602-1772.

On Schedule

The National Association for Family and Community Education will hold its 58th annual conference in Little Rock, Arkansas, August 7-11. "A Multicultural Symposium for Today's Family" is the theme. For registration information contact Hannelie E. Steenerson, NAFCF, RR1, Box 28, Wolbach, NE 68882-9610; (306) 246-5383.

"Reinvigorating Rural Development, Strategic Planning for the Tennessee Valley" is scheduled for August 24-26, at the Huntville Hilton in Alabama. This conference will allow communities and organizations that have been successful through strategic planning to share their methods with others. This is a working conference for members of communities, city and county governments, members of boards, RCOs, soil and water districts and Chambers of Commerce. For further information contact Nancy Villasen, (205) 353-5149.

TVA consolidates cec development programs

Tennessee Valley Authority (TVA) has consolidated all of its economic development programs into a new organization to focus effort and deliver more economic development resources to the Tennessee Valley. TVA chairman Craven Crowell said consolidating economic development activities from around the agency under one umbrella is an important step in coordinating activities and delivering more of the available resources to the field.

A corporate economic development staff in Knoxville, Tennessee, will handle policy and budget management, and seven field offices will implement economic development activities. The field offices will be located in Alabama, Kentucky, middle Tennessee, western Tennessee, the northeast and southeast Valley and Mississippi.

North Carolina is the Sunbelt Expo's 1994 spotlight state. The Expo is scheduled for October 18-20 in Moutrie, GA. Last year's show had 922 exhibitors and more than 200,000 visitors. A similar turnout is expected this year. For additional information contact Sunbelt Agricultural Exposition, Box 28, Tifton, GA 31793, (912) 386-3459.

"Helping Small Towns Survive" October 27-31 in Jackson Hole, WY. The institute is designed especially for community development specialists working with small towns and rural communities and focuses on the role of the community development professional in rural community viability. For more information contact the Heartland Center at (601) 927-1115.

New Strategy for Rural Development, is scheduled for November 15-16 in Tampa, Florida. The conference will explore the emerging role of telecommunications as a strategy for rural development in the U.S. and elsewhere. Attendees will learn about the Rural Televisel strategy, experiences of pilot efforts now underway, and the Televisel Center, the hub of an integrated information pathway which forms the crossroads for the larger Televisel. To receive a conference brochure contact Kentucky Science and Technology Council, Inc., P.O. Box 1043, Lexington, KY 40588, phone (800) 233-3502, FAX (808) 259-0986.
Capsules

SOUTHERN RURAL DEVELOPMENT CENTER
Box 9656
Mississippi State, MS 39762-9656
Ph: (601) 325-3207  FAX (601) 325-8915

Names in the News

GALE BUCHANAN, resident director of the Georgia Coastal Plain Experiment Station in Tifton, has been named interim director of the University of Georgia’s Agricultural Experiment Stations. He succeeds CLIVE DONOHOO, who retired in May.

NELLY D. CLIFTON, assistant dean, has been named interim dean and coordinator of the University of Georgia College of Agricultural and Environmental Sciences. He succeeds WILLIAM P. FLATT, dean for 13 years, who returns to research and teaching.

RALPH OTTO, assistant deputy administrator, was appointed acting deputy administrator for Natural Resources and Rural Development at ES-USDA. He has been serving in that capacity since the retirement of JOHN VANCE in June.

ALBERTO PANTOJA has been appointed acting assistant deputy director for research of the Puerto Rico Agricultural Experiment Station. He succeeds RAFAEL MONTALVO ZAPATA, who served in the position for nine years.

JACK THIGPEN, assistant professor in Rural Sociology and specialist in Community Development, has returned to Texas A&M University from a ten-month Fellowship with the ES-USDA and the National Association of Counties (NACo) in Washington, D.C. He received the 1994 Expanded Service Award for promoting closer relationships between Extension and county governments.

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Study looks at water quality policy in three southern states

The final report is available for an SRDC sponsored project, "Institutional Structure Influences on Progress in Water Quality Management Across Southern States." Principal investigators are Patricia Norris, Oklahoma State University; Roy Carriker, University of Florida; and Leon Danielson, North Carolina State University.

The authors say their paper, "Water Quality Policy in Three Southern States: A Comparison and Analysis of Institutional Design," is an attempt to apply an institutional approach to analysis of water quality protection in an era of rapid growth in population and economic activity, and in an era when concern for ecosystem impacts of water quality changes has become increasingly emphatic. First, attention is focused on the definition and role of institutions in water quality management.

Second, the idea of performance variables for institutional evaluation, such as information costs, goal articulation, enforcement costs and conflict resolution, is introduced. A discussion is presented comparing the expected performance of water quality institutions predicated on decentralized decision making with administrative water quality protection programs which mandate centralized decision making.

Finally, the paper compares with a comparative analysis of water quality management for three states in the southern region, Florida, North Carolina and Oklahoma. These three states have different sociopolitical settings, different political traditions, and different historical patterns of development and growth.

The report reviews the institutional approach of the three states to addressing water quality management issues. Because of differences in the kinds of problems observed, the timing of attention to issues, and the types of institutions found acceptable by the citizens of the states, water quality management programs in the three states varied widely. All three states have used many of the same policy tools, with varying degrees of success. There are some distinct differences, however.

Florida has pursued a comprehensive regulatory approach to water quality management since the mid-1950s. Most potential water quality problems are addressed by a small number of major laws. Air pollution control responsibilities were consolidated into a single agency in Florida in 1975. North Carolina and Oklahoma have continued to add to large bodies of legislation addressing water quality; laws have tended to address specific problems or sources with little attention to effective, broad, enabling pollution-control legislation. Consolidation of most pollution control activities into a single agency has occurred.

Both states have relied upon water quality protection controls for other agencies (agriculture, for example). As a result, fragmentation and duplication are still potential problems in implementation.

The report indicated, to the degree possible, approaches within the individual states that have been particularly successful or problematic. Water quality management agencies in other states may benefit from the efforts and experiences of Florida, North Carolina and Oklahoma as they anticipate institutional changes. Research in each of the three states revealed that, over time, each state faced similar problems and responded similarly. However, it also appears that solutions to Florida's problems may reflect a level of comprehensiveness toward which North Carolina and Oklahoma are moving.

Ministers' tri-state workshop focuses on empowerment

The following article was written by David Miles, SRDC printer and minister of The Church of the Living God, Starkville, MS. He attended the empowerment minister's conference sponsored in part by SRDC.

On the morning of July 8, 1994, a storm loomed over the city of Memphis, Tennessee. The sky darkened, lightning flashed, thunder rolled and a heavy downpour drenched the area. A heavy rainstorm was expected to continue into the night.

But suddenly the skies cleared, the sun popped out and participants began filling the auditorium of the Shelby County (Tennessee) Agricultural Extension Service. In less than 30 minutes, 100 plus participants arrived and the workshop proceeded with officials of the county office acting as hosts.

The workshop was the fifth in a series that began in 1984 and continued on a biannual basis. The 1985 and 1986 land-grant universities continued on page 2
In Print

The Condition of Education in Rural Schools, published by the Office of Educational Research and Improvement within the U.S. Department of Education, reports on the history and progress of education to promote the cause of education throughout the country. It is a source of information on the condition of education in rural communities useful for education researchers, schoolmasters at the federal and state levels, and others concerned about issues in rural education. This report describes a full range of data on elementary and secondary education in rural schools, Order from U.S. Government Printing Office, Superintendent of Documents, Mail Stop DC, Washington, D.C. 20402-9328.

Considering the Alternatives: A Guide to Wastewater Management for Small Communities provides detailed descriptions of more than 60 alternative wastewater technologies for small communities. The guide is published by an independent, private nonprofit organization, North Carolina Rural Communities Assistance Project, Inc. There are two versions: A Guide to Wastewater Management for Small Communities in NC (108 pages, $5 first copy, additional copies $3), and A Guide to Onsite Wastewater Systems in NC (64 pages, $3 first copy, additional copies $2).

Names in the News

LARRY BILES will serve as acting assistant deputy administrator for Natural Resources and Rural Development (NRD) for USDA. For the past four years, he has served as national program leader for Forest Management and will continue significant responsibilities in that program area.

RAY CAMPBELL was named associate director of the Oklahoma Cooperative Extension Service and professor, Department of Horticulture and Landscape Architecture. He served as acting associate director since May 1992.

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Retirement in-migration project results published

The following is an executive summary of Retirement in-Migration Study: Attractive Features: Public and Social Impacts, an SRDC-funded project. Nine communities in the study included the following: Bethel, Arkansas; Coffee, Alabama; Cherokee, Delaware; McCurtain, Oklahoma; Caddo, MI; Pleasant and Tyler, Texas; Primary Investigator: James Wayne Miller and Donald Voth, University of Arkansas; Mike Woods, Oklahoma State University; and Lonnia Jones, Texas A&M University.

A diverse group of 248 people participated in research panels held in nine communities in Arkansas, Oklahoma, and Texas between June 1984 and February 1985. All were retired-in-migrants into their communities, and they came from all over the United States, with the most coming from the contiguous states and the Midwest. Although the income and education levels varied greatly among the participants, most are highly educated and retired from skilled or professional occupations.

The most important attractive features that brought them to their current residences varied among communities. Retirement income for some communities said scenic beauty and climate were most important in influencing their decision to in-
migrate. For others, a desire to be closer to family was the most important factor in relocating. Low cost of living, good medical facilities and recreational opportunities were also considered important features for many. A few people were attracted to the lifestyle of the planned retirement/recreation communities.

The participants listed very few negative features about their current communities that detract from the area as a place to retire. For 96 of 248 participants reported a "most important" detracting feature in their community. The two most important features participants think detract from their community as a place to retire are poor medical care and high cost of living. Poor traffic control and being far from family and friends also were reported to be somewhat distracting features for some in-migrants.

In-migrants provide extensive volunteer services, although a significant number are not involved in volunteering at all. Volunteering is highest in planned communities and communities where retirees migrate in search of amenities. Some retirees are involved in organizational leadership in the community. Most like the community in which they have chosen to retire and feel well received, yet many of their friends are fellow in-migrants, which suggests they are not well integrated into the community. However, in communities where people retired because of some previous association with the community, most of their friends were not in-migrants like themselves.

Most participants are registered voters and voted in the last local election. They vote on school mill issues, property tax, energy requests for additional funding. This contrasts the somewhat lessened assumption that retirees do not support increases in funding for education. Retirees are in the two communities with a university. Clark and Payne, indicated the strongest support for increases in school millage.

Most participants are satisfied with local government and local tax structure, although some participants suggest their taxes are unfair. The average level of formal education is substantially higher for the study participants than for the entire population of the county in which they currently reside. Ninety-seven percent of the study participants have a high school diploma and 45 percent have a bachelor's degree or higher. This is considerably more formal education than the average for each of the three states and the nine communities in the study.

Incomes of participants vary greatly, although on average, incomes are higher than the average income of all local residents. Average incomes range from about $30,000 in Delaware County to $45,000 in Clark County. Sources of income also vary among communities, but a large percent of income for all communities comes from outside the county. On average, 82 percent of income comes from Social Security and pensions. Approximately 14 percent of their income comes from dividends, interest and annuities. Only about 7 percent of their income comes from wages and salaries.

Currently, the highest expenditure category the respondents considered was the most important factor in relocating. Low cost of living, good medical facilities and recreational opportunities were also considered important features for many. A few people were attracted to the lifestyle of the planned retirement/recreation communities. The participants listed very few negative features about their current communities that detract from the area as a place to retire. For 96 of 248 participants reported a "most important" detracting feature in their community. The two most important features participants think detract from their community as a place to retire are poor medical care and high cost of living. Poor traffic control and being far from family and friends also were reported to be somewhat distracting features for some in-migrants.

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In-Migration continued from page 1

per year. Average health care expenditures ranged from $6,896 in Delaware County to $7,371 in Garfield County. The study partici-
pants spent more than $12,000 on local health care and physician costs than any other health expense category. Medicare pays approximately 17 percent of these costs, and private health insurance coverage covers another 34 percent of total medical costs. 

In addition to the high expenditures, retirees purchase "big ticket" items that have a one-time economic impact on the local community. Ninety percent of study participants purchased their own homes, apartments or condom-
iniums. The median value of homes of study participants facing the North East is $140,000. In contrast, the same type of property is sold at a median value of $90,000 for all local residents. Therefore, study participants added an additional $44,000 to the total property values in the North East, an amount equivalent to the total property taxes paid by local residents. A large number of vehicles, another "big ticket" item, also were purchased by the study participants within their counties of residence. On average, one vehicle per household was purchased locally. Factoring in the number of vehicles, which comes from sources outside the county, most of their expenditures are made in their counties of resi-

ence. About 74 percent of their expenditures are made in their counties of residence. This ranges from 62 percent in Blythe County to a high of 84 percent in Garfield County. Most of the expenditures (80 to 90 percent) for farm and garden, personal care, groceries, household upkeep and repairs are made within their county of resi-
dence. Expenditures for alcohol and tobacco, insurance, entertainment, clothing and leisure are less likely to be purchased locally. 

The purchase of goods and services in the local economy has varying multiplier effects that provide additional income and jobs to people from the local and non-local areas. Including multiplier effects, the purchase of goods and services by a household provides from 0.53 to one new job in the local economy. The expected economic impact per household is highest in Payne County and the east Texas communities. The expected economic impact in Benton and Garfield counties. 

In summary, the 2,000 households participating in the study contribute substantially to the local community's economy, including contributions to the social and political fabric of the community as well as substantial economic contributions.

Health care technology guide available

Over the last five years, the three fastest-growing national services have come from the medical technology industry. After advertising, the second largest growing health care industry employment occurred in Virginia with other Southern states Georgia, Alabama and Louisiana not far behind. Obviously, a growing potential commercial and economic impact of health care technologies is attracting industries and individuals in the south is enormous. One of the main reasons for the growth in the health care reform debate. The 1994 Reference Guide for the Health Care Technology Institute describes the medical technology industry, focusing its purposes, contributions to the economy, effect on health care delivery, regulation and how it might be changed by reform. 

The guide also explains recent developments and changes in the regulatory requirements for the industry in Europe, Japan and the U.S. and features a number of engaging health care technologies.

To obtain a single, free copy of the guide, call (703) 739-9437, FAX (703) 548-7019, or write Health Care Technology Institute, 225 Piedmont Lane, Suite 220, Atlanta, GA 30314. 

State fact sheets by FAX now electronic

The state Fact sheets by FAX were a big hit. However, many people re-
quested the Facts be put into an electronic format so the same data could be picked up from Internet or BITNET. Each state was given their own electronic data file containing the same information as the FAX sheets. The Internet and BITNET customers can pick up the electronic files with the command "GET FAXERS.BITNET". Use the two-letter state abbreviation and the word "DATA" to pick up the state you want. For example, to receive the electronic data file on Texas, send E-MAIL:

LISTSERVS.BITNET

In the body of the note, type a single line:

GET DATA

Several sections of the state FAX sheets are close to being updated. When the numbers are updated both Facts sheets and the electronic data files will be updated.

WRDC releases impact statement pub

Change affects various members of a community in altogether differ-
ent ways. Population growth, for example, means increased demand and more business for retailers, banks and building materials and property owners. But it also means higher rents for people in the commu-

nity, including those who work in the community. 

The promoters of a particular economic development will empha-
sify the benefits, such as new jobs, expanded sales and new invest-
ments, but many people will be affected in ways that are often difficult to predict. 

The term "impact" refers to the controlled changes in population, housing, school enroll-
ment, capacity of public facilities and demand for public services. It is important to have accurate informa-
tion about changes in employment, income and sales. The social stress related to community impact issues is even more difficult to quantify than economic or fiscal impacts.

Economic Impacts: How an Impact Statement Says, is a 16-page brochure designed to help community leaders understand and evaluate impact statements that are prepared by developers or other organizations proposing major change. The concept is presented in this publica-
tion to help establish which economic im-

pacts it is an impact statement, identifies, and analyzes, and to question and evaluate the assumptions on which a study's projections are based. 

These tools provide no final answers but may generate more questions than answers. 

However, public officials may be concerned with the use of economic multipliers when asked to react to project proposals, to environmental impact statements, or to other studies examining economic impacts.

Prepared by Ronald C. Faas and Dave Moore, economists at Washington State University, WREP 81, Economic Impacts, is the third title in a series of publications called Coping with Change, published by the Western Rural Development Center. These publications are available for 

WRDC, 307 Ballard Extension Hall, Oregon State University, Corvallis, OR 97331-3607, (503) 737-3621, FAX (503) 737-1879.

If you have problems, contact

DOPKINS @ ERS.BITNET or TCAIRLING @ ERS.BITNET. Phone them at (202) 219-0944.

North Central, North-
east support CET

A multiregional conference on rural economic development is scheduled for November 7-9 in Columbus, Ohio. The Northeast and North Central region effort supports Extension's Economic Transition National Initi-

ative.

Communities in Economic Transition: A Multiregional Confer-

ence on Rural Economic Develop-

ment will provide three tracks of training in the respective areas of community strategy and action planning, enterprise development and tourism participation. Development will be able to incorporate new teaching and materials in local rural economic development. An emphasis will be placed on the formation and maintenance of interorganizational partnerships as a means of broadening the impact of rural development programs. In addition to extension and resource persons from RCADs, local development groups, rural electric cooperatives, investor-owned utilities, and small business development centers and others involved in rural development are invited to partici-

pate.

Conference sponsors are the Northwest Regional CET office for the Rural Development, Northeast Regional CET office for the Rural Develop-

ment, Extension Service/USDA and the Farm Foundation. There is an $85 registration fee. For further information, contact Rita Muenow, NCRCRD, 317 East Main Street, Ames, IA 50010-1070. Phone (515) 284-8251, FAX (515) 284-1303.

"Do you want to, can you have, where you have, where you are."

Theodore Roosevelt
On Schedule

North Carolina is the Sunbelt Expo 1994 spotlight state. The Expo is scheduled for October 18-20 in Mobile, Georgia. For additional information contact Sunbelt Agricultural Expo, Box 28, Tifton, GA 31973, (912) 386-3459.

The Heartland Center for Leadership Development will host "Helping Small Towns Survive" October 27-31 in Jackson Hole, WY. The institute is designed especially for community development specialist working with small towns and rural communities and focuses on the role of the community development profession in rural community viability. For more information contact the Heartland Center, (800) 927-1115.

Southern Regional Public Issues Education Interests Training has been scheduled for October 31-November 2, in Knoxville, TN. Primarily aimed at the Southern Region, the focus is on wetlands and endangered species public issues education. Extension Natural Resource, Farm Management, Pesticide Coordinators, Public Policy Issues Education specialists, interested county staff, and Agriculture and Natural Resources program leaders are encouraged to participate. The program agenda and registration information have not been released.

Communities in Economic Transition conference, sponsored by the North Central and Northeast regional rural development centers, is scheduled for November 7-9 in Columbus, OH. Contact Rita Mower, NCRCD, 317 East Hall, Iowa State University, Ames, IA 50011-1070, Phone (515) 294-8331, FAX (515) 294-2303.

It’s official—ES/USDA plus CSRS/USDA equals CSREES

Secretary of Agriculture Mike Espy announced legislation to reorganize and streamline the United States Department of Agriculture has been approved by Congress and signed by President Clinton.

The reorganization is to save $2.5 billion, close 1100 field offices, reduce staff by at least 7600 and eliminate 14 of the 43 USDA agencies. The most noticeable change for research and extension is the merger of ES/USDA and CSRS/USDA. The two agencies were combined into the Cooperative State Research, Education, and Extension Service (CSREES). William D. Carlson was named acting administrator of the new established agency.

The acting administrator is a native of Colorado and spent much of his career at Colorado State University where he was president and acting director of the CSU Research Foundation, president, professor and chair of the Department of Radiology and Radiation Biology, College of Veterinary Medicine. He also served as president of the University of Wyoming. At the time of his appointment, Carlson was associate administrator, Office of Grants and Program Systems for CSRS. Carlson issued a statement saying, "It is my intention that this combining of agencies will be done in such a way that our customers will be unaware, there is reorganization and restructuring going on. I want us to provide service equally as well as we have in the past, or even better."

Editor's note

There is a charge for Surveying Community Needs and Priorities: A Community Needs Assessment Tool Kit by Paul H. Gessaman. The publication listed in the August issue of Capsules is available from the author at 205A H.C., Foley Hall, U.N.L., Lincoln, NE 68583-0522.

Capsules is published periodically by Southern Rural Development Center (SRDC) for educators, researchers, practitioners, local officials and private citizens interested in improving the quality of life in small communities and rural areas of the South. SRDC is one of four regional rural development centers in the nation and focuses specifically on rural problems of the Southern region. Located at Mississippi State University, SRDC provides support to the experiment stations and extension services of 29 land-grant universities in 13 Southern states, Puerto Rico and the Virgin Islands.

It is a forum for sharing, please send news articles and information about forthcoming events to the editor.

H. Doss Braden

Director
Sunny Payne

Editor/Editorial Asst.

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H. Doss Braden

Jacqueline Tidball

Director
Sunny Payne

Editor/Editorial Asst.

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Men-, women-owned firms differ greatly

Women-owned businesses in the U.S. have grown more than six-fold in number and revenues over the past 50 years, according to a new report. Women's business owners now number 11.5 million and employ 28 million people, or 14 percent of the workforce.

Women-owned businesses are more likely to offer health care and retirement benefits to their employees than are men-owned businesses, according to the report. Women-owned businesses are also more likely to offer paid vacation days and sick leave.

The report also found that women-owned businesses are more likely to be started by women who are 55 years or older than by women who are younger. Women-owned businesses are also more likely to be started by women who have a college degree than by women who do not.

Women-owned businesses are more likely to be small businesses than men-owned businesses, according to the report. Women-owned businesses are also more likely to be owned by women of color than by women of other races.

Women-owned businesses are also more likely to be started by women who are married than by women who are single, according to the report. Women-owned businesses are also more likely to be started by women who are more educated than by women who are less educated.

Women-owned businesses are also more likely to be started by women who are veterans than by women who are not veterans, according to the report. Women-owned businesses are also more likely to be started by women who are more likely to be minority-owned than by women who are not minority-owned.

On Schedule

Fifth Conference on Rural and Farm Women in Historical Perspective, 1-4, National 4-H Conference Center, Chevy Chase, Maryland. The conference provides a forum for sharing information on the issues facing rural and farm women and policymakers and the historical and social science context of those issues offered by researchers. For additional information contact Dr. E. B. USDA, phone (202) 219-0788.

2nd Professional Agricultural Workers Conference, December 6-9, Tuskegee University, Tuskegee, Alabama. The theme is Enhancing Local Community Development. Complete information is available at the University of Wisconsin, Bangor, University of Tennessee, Campbell University 100, Tuskegee, AL 36009, phone (205) 727-8494.

Southern Association of Agricultural Scientists (ASA), January 28 February 1, 1995, Hyatt Supernonde Hotel, New Orleans. 916 registration fee payable to your individual society or association. For information contact Dr. E. B. USDA, phone (202) 219-0788.

Women's Business Resource Guide (WBRG) is a series of seminars, workshops, publications, organizations, on-line services, business information sources, government contracting resources and work training opportunities designed to help women-owned businesses succeed. WBRG offers women-owned businesses assistance opportunities. For more information contact Dr. E. B. USDA, phone (202) 219-0788. Copies are available from The Resource Group at (202) 683-5330.

Additional jobs are only the beginning, say Mayerberg and Brunner. Eventually they hope students tucked into the rural area will have some opportunities for training and exposure to aeronautics and engineering they wouldn't ordinarily get. Why Novata? Lots of reasons: low cost real estate, low labor costs, and ready supplemental services nearby. By May 1994, most about the people of the Novata community. "The people of Novata have been the greatest. There's support here and a general zeal to have us succeed. I can't say that about some of the large cities I know," says Mayerberg. Nunnally is among several people he names specifically.

A small but lot of useful information because she is active on local Chamber of Commerce industrial committees and knows her community. She also prays the economic training she was given by Woods.

As a result of the training, a file on vacant buildings in Novata County was developed, names and telephone numbers were identified for contacts to assist her in determining the community's industrial profile was developed and revised as the project continued. A local economic development specialist designed the workshops for local leaders. Local community leaders interested in economic development were the intended workshop audience. "The workshops were conducted by a group of business, public agencies, education, the clergy, or the general population," Woods says. "They were well attended and participants gained a clear understanding of the community's strengths and skill levels with respect to economic development." Thanks for your feedback, from limited to excellent," he adds.

The Cooperative Extension Service, with its resources and programs concentrated in rural areas, is one of the most relevant and current assistance to communities with rural economic development issues.

People need to understand that Cooperative Extension is involved in everything from agriculture to the law. There are 11 Cooperative Extension Districts in the state that work with the Novata Aviation business, Novata County Cooperative Extension Director and Home Economics Extension Specialist. Nunnally was the contact for the project. Nunnally told partners Bill Mayerberg, Jr., and Stan Bruner she had heard a building would be available. She also helped connect with individuals to discover some county bonds, which turned into a significant financial source for the project.
Natural Resource SRIEG meets at SAAS

The first formal meeting of a new Southern Region Information Exchange Group dealing with nonconsumptive and amenity uses of natural resources (SRIEG 68) will be held January 30, 1995, in New Orleans in conjunction with the annual meeting of the Southern Association of Agricultural Scientists. The purpose of this SRIEG is to foster and disseminate disciplinary and interdisciplinary research on issues dealing with noncommodity and recreational values associated with the use of forest, range, wildlife and water resources.

SRIEG 68 is being coordinated by James Gramann, Texas A&M University. Members include representatives from State Agricultural Experiment Stations in AL, AR, FL, GA, LA, OK, SC, TN and TX. Persons interested in the SRIEG should contact Gramann at Department of Recreation, Park and Tourism Sciences, Texas A&M University, College Station, TX 77843; phone (409) 845-4920.

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Director
Jacqueline Tisdale
Writer/Editor
Sandy Payne
Editorial Asst.

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December

The winter holiday season is here. It is a time to reminisce about the past year and to look ahead to the next. The SRDC staff take this opportunity to thank our friends and colleagues for helping make 1994 a very productive year. We have worked with and visited with many of you face-to-face this year. However, there are hundreds of Capsules readers that we’ve never met except through the mail, over the phone and through computer links. Yet we count each of you as friends and colleagues.

Thanks to everyone for the continued support and interest. As we plan for 1995, we anticipate again joining with you to deliver the best possible program to benefit the residents of the rural South.

We wish for you and your family the most pleasant and safe holiday season. Happy Holidays to all and to all a good year!
Community Voices Program develops rural leaders

Deep Creek Community Club members in Swain County, North Carolina are learning how to realize the full potential for their community. Their club participated in a pilot test for the Community Voices program. Jean Brady is president of Deep Creek Community Club and hopes the success from the pilot test will lead to a fully and widely adopted program.

"My participation as a trained person in that human development opportunity was both challenging and satisfying. I firmly believe the experience has opened exciting new doors of personal and community enrichment," she says.

Sponsored by the North Carolina Arts Council and the Extension Program and the W.K. Kellogg Foundation, Community Voices is a program that develops groups of community leaders who can work together over time, identify important community issues and solve problems related to those issues in their communities and county. The Southern Rural Development Center played a minor role in the early stages of the concept.

Brady says the Deep Creek program included highly motivated leaders as group leadership techniques, "inventing the community of tomorrow, identifying and matching community "haves" and "needs," enhancing community self-esteem by understanding the dynamics of group roles, designing and applying self-assessment tools to the community involved.

A series of interesting methods were used to facilitate the learning process, including role playing, discussion games, role playing, flip chart presentations, problem solving games, role playing, and Community Voices Co-facilitator's Guide.

"Community Voices was intensive, but fun, leader training experience that helped enrich my leadership skills and knowledge in many ways," Brady says. "I learned to delineate responsibilities of the group both within and outside the group. I listened to people in the group and understood their feelings. I learned to understand the strengths and weaknesses of my leaders and how to look for the strengths and weaknesses of my own leaders. Workers in a rural manufacturing plant in Georgia, Louisiana immigrants working in a Kansas meat-packing factory and entrepreneurs planning a world-class ski resort in California’s Sierra Nevada Mountains, give valid, first-hand accounts of how the community, and many other rural communities must decide how much change is necessary to survive while still maintaining the character of their communities.

Rural Communities consists of 12 crews of four television production teams, non-broadcast program available on video cassette, a textbook study guide with a series of activities that engage students in research about their own communities and a faculty guide. One of the contributing authors of the print materials is Cornelia Flora, director of the North Central Regional Center for Rural Development.

Additionally, citizens of Deep Creek have been actively involved in delivering Meals-on-Wheels, the Swain County Salvation Army, a local nursing home, Riverfest activities leadership, Folkmor USA, Highlands Scottish Pipe & Drum Band, the West Carolina Regional Leaders’ Workshop and the North Carolina Extension Service Regional Advisory Leadership Conference.

"As you can tell," Brady says, "the benefits of the Community Voices Program have significant and positively influenced this "graduate" of the project, and her community of Deep Creek. I wholeheartedly endorse this leadership development opportunity and recommend it as an essential "tool" for community leaders.

Television course addresses challenges

Rural Communities: Legacy and Change is a new television program in sociology addressing the challenges facing American Communities. Premiering on PBS in January 1993, the programs travels to 15 rural regions and introduces citizen volunteers, describe, in their own words, the strengths and weaknesses of their communities.

Workers in a rural manufacturing plant in Georgia, Louisiana immigrants working in a Kansas meat-packing factory and entrepreneurs planning a world-class ski resort in California’s Sierra Nevada Mountains, give valid, first-hand accounts of how the community, and many other rural communities must decide how much change is necessary to survive while still maintaining the character of their communities.

Rural Communities consists of 12 crews of four television production teams, non-broadcast program available on video cassette, a textbook study guide with a series of activities that engage students in research about their own communities and a faculty guide. One of the contributing authors of the print materials is Cornelia Flora, director of the North Central Regional Center for Rural Development.

Colleges and universities can use Rural Communities as a placement in a full credit course for distant learners or as supplemental material for courses in sociology, economics and the humanities. School and public libraries can add the series to their video reference collections.

Rural Communities provides educators in rural communities with a series of tools for rural leaders and business groups. Continuing education and adult education programs can use the series in social science courses. Teachers of gifted and advanced placement students can use the materials as enrichment sources. The series is produced by the Department of Lifelong Learning at Ohio University and the Rural Clearinghouse for Lifelong Education and Development at Kansas State University. Major funding is provided by the National Endowment for the Humanities.

In addition, there are materials that can be tailored to fit the needs of any population.

MINNESOTA EXTENDS SPECIALIST/AGENT COLLABORATION IN COMMUNITY ECONOMICS

Extension specialists - Extension agents each work separately in their area of expertise. But what would happen if specialists and agents collaborated their efforts to make extension programs more effective with fewer extension faculty?

This is exactly what happened at the University of Minnesota when they brought together three specialists and three agents for over a year to strengthen extension capacity in community economics.

The daily contact between agents and specialists during the program led to considerable revitalization of extension programming. All participants became more willing to communicate and collaborate.

How do state specialist leaders learn about the daily life of county staff and how to create better extension programs?

- Vested local interests create obstacles for new program thrusts.
- County and extension administration politics consume considerable agent energy.
- Threatened and actual budget reenforcements demoralize field staff, particularly vulnerable to cuts, field staff aren’t tenure.
- Agents don’t focus on a small set of issues because they must respond to a larger set of goals.
- Agents hesitate to invite campus staff to the county because residents hold the agents responsible for the mistakes that specialists are ineffective.
- Agents don’t want to have their hands tied up by village bottlenecks in making and other extension functions.
- Development of quality educational materials takes considerable time and involves multiple critiques and drafts.
- Economic data are complex; subtle economic missteps in presentation result in erroneous public policy conclusions.

Extension needs to move away from the model of a specialist para-professional county and toward a model of a agent and specialists working collaboratively. Specialist-agent collaboratión is more likely to produce economic value from the expertise of the program.

Agent specialists need to be more flexible in the type of programming they undertake, and in the format and level of context of presentation.

Time spent exploring the nature of specialist work to agents and listening to agent interests and issues usually pays dividends.

Why do specialists do what they do, and how can agents more effectively use specialists skills? Here’s what agents learned.

- Specialists have split research and outreach responsibilities, and research strengths are not always overlap.
- Specialists have stronger commitment to community than extension outreach.
- Other responsibilities limit the specialist’s ability to directly assist agents.
- Universities reward specialists for a long term focus on a small set of issues, making specialists reluctant to switch issues based solely on agents’ requests.
- Specialists appreciate agent research requests, but cannot always act on them because of time constraints.
- Specialists appreciate agent research requests, but cannot always act on them because of time constraints.
- Specialists typically have less support staff than agents, creating bottlenecks in making and other extension functions.
- Development of quality educational materials takes considerable time and involves multiple critiques and drafts.
- Economic data are complex; subtle economic missteps in presentation result in erroneous public policy conclusions.

In the Minnesota community development example, agents used the concepts of comparative advantage and location theory in working with communities pursuing business retention and expansion strategies. An understanding of microeconomic theory led to a better ability to predict and explain the effects of local growth and change on regional job markets. The concepts of public goods and externalities improved agent programs on the organization and delivery of local government services.

Agents can better interpret economic data for community leaders who want information on public finance and trends in new industries.

Extension needs specialized agents. If agents spend less than 50 percent of their time on a program area, they don’t develop and maintain subject-area expertise. Unspecialized agents avoid programs with a high level of technical content, and state specialists hesitate to help them develop agent-friendly teaching materials. Administrators should establish a critical mass of agents strongly committed to each area of expertise.

The Minnesota Extension Service no longer encourages agent specialization. The new thrust is to produce a core of highly specialized agents who cover the geographic area. This is in sharp contrast to the old system in which the agent was primarily serving one county—the system currently used in most states.

Development, communications and transport systems make it possible for agents to serve the present and the past. Citizens and community leaders should expect no improvement in extension’s ability to meet educational needs without hiring more staff.

Conference explores importance of rural areas to industrialized nation.

The importance of rural areas to industrialized nations and those moving into the Post-Industrial Age was explored in an international conference organized by the Rural Education Research and Development Center at James Cook University.

Held in Toowomba, Queensland, Australia last August, the conference drew more than 200 participants from eight countries. Dr. Deed Brodman, director of the Auburn Rural Development Center, attended the conference and moderated a session.

A topic on rural health, rural education, and community development invited a wide range of rural practitioners to examine common issues faced in supporting healthy rural communities in countries dominated by urban majorities.

Waste management initiative praised as model.

Children, Youth and Families at Risk was established as a new National Initiative in October when the EPSC and ES-USA approved the Strategic Planning Council’s recommenda- tion that the new organization become a formal, permanent venture. Youth at Risk and Plight of Young Children Initiative.

The National Initiative on Waste Management was praised as a model initiative that recognized an emerging issue and addressed it with a concerted effort. The initiative is chaired by Marvin Konya, ES national program leader, who was congratulated for outstanding work.

New library houses community resources.

The Heartland Center for Leadership Development (Lincoln, Nebraska) has announced creation of a rural community resource library in cooperation with the University of Nebraska-Lincoln’s College of Architecture.

The library, which is being made possible through a grant from the W.K. Kellogg Foundation, will contain high-quality rural community development resource materials funded by the Kellogg Foundation and other selectors of recognized rural programs.

For the first time these materials will be housed in a distinctive resource library and made accessible to aid new programs in all parts of North America. Currently such materials are scattered throughout offices of the programs that developed them and, in many cases, are not accessible to others. Benefit of the project will be to improve the spending of time and money to develop resource materials.

The Heartland Center will also develop and offer technical assistance and training seminars for programs that want to maintain their collections and for those that want to develop collections for rural communities.

The Heartland Center has also developed a national training seminar for programs that want to maintain their collections and for those that want to develop collections for rural communities. The seminar is aimed at improving collections and at improving the efficiency of the programs.

ERS describes adjustments to GATT.

The Economic Research Service has recently issued a report describing how a rural manufacturing sector plans to meet new trade agreements such as the NAFTA and the GATT.

Helping Rural Manufacturers Adjust to New Trade Rules—Developing State Strategies for the Rural Apparel Industry examines twelve key questions: a state must consider when putting together a plan for improving its rural manufacturing sector.

The report focuses on the U.S. apparel industry, which has a strong rural presence, especially in the South, and is likely to face significant competitive challenges from foreign firms. The authors contend their suggested approach may apply to any rural manufacturing sector that is vital to the post-1980 economic development.

Copies can be obtained by calling 1-800-989-6779. For questions about the report contact David W. Sears at ERS, Room 228-C, 1301 Pennsylvania Ave N.W., Washington, DC 20250-4788.

Position paper identifies rural literacy barriers.

The following article was adopted from "Distinct Needs of Rural Literacy Programs," a position paper written by Annette A. Poore for the Georgia Rural Literacy Special Interest Group and is reprinted from "Rural Literacy FORUM," published by the College of Education, Kansas State University.

Rural literacy programs are different from programs in small towns and rural communities and rural literacy programs have different geographic, economic, social, and emotional characteristics that create barriers to teaching, learning and program and community development. These barriers include isolation; increased expenses due to travel, long distance and reduced numbers; limited support from community and state author- ity; limited relevant materials and minimal research into the problems and literacy programs of rural Ontario.

Geographic barriers are created by significant distances and lack of public transportation. They result in higher operating costs and the potential isola- tion of learners and practitioners.

Information is not available to teachers and learners. Networking for profes- sionals is more difficult in rural areas. Sharing resources, not to mention ideas and concepts, is also more cumbersome and costly to orchestrate. Group meetings for learn- ers are difficult in rural areas.

Because social, educational and economic advantages for literacy pro- viders tend to become "front-line workers" who must respond to a wide variety of needs, services often available in urban areas, it is necessary to develop a focused and targeted loca- tion of literacy to meet the needs of learners on a regional level.

In some communities a stigma may be associated with the term "literacy." As long as there is such a stigma, some adults will not want to be associated with literacy.

Relevant educational materials for rural learners have not been developed in a timely manner. Relevant learning materials specific to rural needs is high demand at this time. The Pesticide Pre-Course funded by the Oklahoma Conference on Agriculture, Food, and Rural Affairs.

A report of the Northwest Action Agenda Project, "Barriers to Adult Education," noted that "lack of data on rural adult education is critical." From the Public Infor- mation Department, NRHA National Service Center, One West Armour Blvd., Suite 301, Kansas City, MO 64111.
OERI studies education in rural America

Rural teachers tend to be younger, have less experience, have lower levels of education and receive smaller salaries than their non-rural counterparts, according to a recent study by the Office of Educational Research and Improvement (OERI).

"The Condition of Education in Rural Schools" gives an overview of education in rural America today to assist policy makers and practitioners by providing concise, current information. It documents the number and location of rural students and schools, describes the unique relationship between the rural school and the community, profiles programs that serve rural students, contrasts rural and non-rural teachers and principals, discusses education reform in rural schools and presents the outcomes of rural schooling.

The report found that students in non-metropolitan counties have fewer opportunities to continue their education. As a result, fewer dropouts return to complete high school, and fewer graduates aspire to go on to higher education. Those who do, according to the report, persist and perform as well as non-rural graduates.

Copies of the report are available for $10 from New Orders, Superintendent of Documents, P.O. Box 371954, Pittsburgh, PA 15250-7954.

Reprinted from "Rural Adult Education Forum," October/November 1994

Rural/urban disparity on library Internet use

A study by the National Commission on Libraries and Information Science (NCLIS) says a significant disparity exists between rural and urban libraries in their use of Internet.

"Public Libraries and the Internet" says while 79% of urban public libraries are connected to Internet, only 17% of rural public libraries have Internet connections. The cost of Internet connections was cited by rural libraries as the primary reason they did not offer Internet access.

Staff time needed to develop expertise in use of Internet and lack of training opportunities on the use of Internet were also cited as factors contributing to rural libraries' low rate of Internet access.

The study also suggests rural libraries may continue to fall further behind other libraries in providing access. While urban libraries anticipate a significant increase in the amount budgeted for Internet access, rural libraries anticipate spending on Internet resources to "remain the same."

To order a copy of the report, contact the U.S. National Commission on Libraries and Information Science, 1110 Vermont Avenue, N.W., Suite 820, Washington, D.C., 20005-3522, phone (202) 606-9200, FAX (202) 606-9203.

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Capsules is published periodically by Southern Rural Development Center (SRDC) for educators, researchers, practitioners, local officials and private citizens interested in improving the quality of life in small communities and rural areas of the South.

SRDC is one of four regional rural development centers in the nation and focuses specifically on rural problems of the Southern region. Located at Mississippi State University, SRDC provides support to the experiment stations and extension services of 29 land-grant universities in 13 Southern states, Puerto Rico and the Virgin Islands.

Capsules is a forum for sharing; please send news articles and information about forthcoming events to the editor.

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