UK Ext. working in environmental mediation

The following article is by Ronald J. Hustedde, University of Kentucky Extension sociologist.

University of Kentucky (UK) specialists and agents of the Cooperative Extension Service are doing educational and hands-on work in mediation, especially environmental and public policy mediation.

What's mediation? Mediation is a process in which the people engaged in a dispute work it out to their own satisfaction, using the help of a neutral third party.

Typically mediation has been a way to settle disputes between two parties. However, public disputes can be more complex. There may be eight or ten major parties involved in the dispute, especially when it relates to environmental matters. Some of the parties may be disorganized or have internal disputes about the dispute. Groups may have uneven influence because of their technical knowledge, influence in the community, ability to articulate their concerns or other factors.

In public disputes the mediator must be skilled in handling these difficulties in order for the disputants to analyze the conflict, understand each others' interests, explore alternatives and move toward a written agreement everyone can live with.

Eight UK Extension specialists and agents recently took part in a week of environmental mediation training from the University of Virginia's Institute for Environmental Negotiation. The Southern Rural Development Center provided some support. Additional support came from grants and personal resources and pooled money from UK. The training was expensive — about $2,000 per person.

Why should Extension do this kind of work? Most of the UK Extension mediators believe Extension should do more than provide technical responses to complex public disputes. There is a tremendous need for neutral third parties to bring public groups to the table and help them sort through their difficulties. Many disputants are learning that mediation is a less costly alternative to litigation. Since relatively few organizations are emerging to satisfy this need, Extension is an obvious organization to fill this educational and service vacuum.

I believe Extension's role should not be confined to training people in alternative dispute resolution and mediation skills. We also need to be involved as public and environmental mediators and facilitators. We should view our mediation role as a scientist views his laboratory. Without direct experience in mediation, I believe our teaching will not meet learners' expectations.

I also believe mediation is not a prima donna experience. Some of the latest research suggests two or more co-mediators work best for complex public disputes. Environmental and public policy mediation can involve a minimum of three months to several years' time investment, and that means Extension personnel can not do this kind of work alone.

In Kentucky we formed a coalition of Extension educators, attorneys and others under an umbrella organization, the Kentucky Environmental Mediation Center. In essence UK Extension educators are practicing, learning and teaching environmental mediation and alternative dispute resolution. I believe we are on the cutting edge in the Cooperative Extension Service.

National Extension Travel and Tourism Conference set for New Orleans

The National Extension Travel and Tourism Conference will be April 19-21 at the Doubletree Hotel in New Orleans. The conference is for local, regional, state and national Extension personnel as well as economic developers, entrepreneurs, community leaders involved in tourism initiatives and Extension partners and collaborators.

The conference will help Extension personnel understand the organizational, business, planning and management of tourism and help Extension personnel access tourism development resources. It will also encourage networking and collaboration between Extension personnel and others concerned with tourism initiatives and provide a forum to discuss Extension's role in helping communities plan for their futures. The conference will identify resources helpful to local tourism efforts.

Sponsors for the conference are CSREES-USDA, Farm Foundation, North Central Regional Center for Rural Development, Northeast Regional Center for Rural Development and Southern Rural Development Center.

For a registration brochure contact SRDC, Box 9656, Mississippi State, MS 39762, phone (601) 325-3207.
Institute on Aging funds research centers

Questions related to the health and well-being of older rural Americans are being answered by researchers at four exploratory study sites funded by the National Institute on Aging. U.S. Congress recognized the need for a coordinated, multidisciplinary research effort in the area of rural elderly health. The National Institute on Aging responded to the congressional call by funding the four centers. The centers are located at the University of Florida, the University of Iowa/Iowa State University, the University of North Carolina at Chapel Hill and The Pennsylvania State University. The centers provide pilot project research support and have funded more than 80 small-scale projects since 1980. Each center supports some research based in its state or region. Each also conducts research using national studies representative of U.S. elders. All of the centers emphasize the importance of interdisciplinary approaches to the study of health and aging among rural Americans.

For more information on the centers in the Southern region, contact Raymond T. Coward, Center on Rural Health and Aging, University of Florida Health Science Center, P.O. Box 10017, Gainesville, FL 32610-0177. For Gordon H. DeFriss, North Carolina Rural Aging Program, Slate Church Hill for Health Services Research, 726 Airport Road, CB/75690, University of North Carolina, Chapel Hill, NC 27599-7569.

Five of "Top Ten" retirements sites in South

From 1985 to 1989 when people age 80 plus decided to relocate across state lines, they most often picked the following sites:
1) Florida, (461,709)
2) California, (131,814)
3) Arizona, (81,765)
4) Texas, (78,175)
5) North Carolina, (84,530)
6) Pennsylvania, (83,172)
7) New Jersey, (49,172)
8) Washington, (47,484)
9) Virginia, (44,314)
10) Georgia, (44,475)

A new book, Retirement Migration in America lists these as the ten states receiving the most out-of-state retirees.

The book identifies and tracks migration patterns and trends of 380,000 Americans who move across state lines to retire each year. The author, Charles F. Longino Jr., is a social gerontologist at Wake Forest University. He looks at major migration patterns seen in four decades of census data including the just-released 1980 Census data. The book provides data regarding to retirees sent or received, net migration for each state and retiree migration from abroad with breakdowns by state. It also reveals the size, nature, trends and economic impact of the retirement migration industry.

Retirement Migration in America is $41.95 and is available from Vacation Publications, 1502 Auguste Drive, Suite 205, Houston, TX 77057, phone (713) 974-6903.

Symposium to focus on linkages among farming systems, communities

A call for papers has been issued for the North Central Region's Linkages among Farming Systems and Communities Regional Symposium. The symposium is sponsored by the Association of Agricultural Systems Research—Extension, the North Central Regional Center for Rural Development and the Leopold Center for Sustainable Agriculture, Iowa State University.

Posters, panels and papers may be submitted to feature advances in farming systems research and extension. Topics may include on-farm monitoring of soil and water quality, biodiversity, profitability and quality of life; the relationship of farming systems and communities, and linking farming systems to food systems.

Abstracts and proposals for participation in the symposium should be addressed to the North Central Regional Center for Rural Development, Cornelia Flora, Director, 317 East Hall, Iowa State University, Ames, IA 50011-1070, phone (515) 294-8231, FAX (515) 294-2203.

On Schedule

The Eighth Annual Southeast Recreational Conference and Trade Show will be February 12-15, 1989 at the Perdido Key Beach Resort, Orange Beach, Florida. The conference will focus on recreational realities and partnerships facing the 21st Century. For more information contact Martha McKeen, Enviro-South, Montgomery, AL (205) 277-7050, FAX (205) 277-7080.

The National Extension Travel and Tourism Conference will be April 19-21 at the Aladdin Hotel in New Orleans. For more information and to get a registration brochure, contact the Extension Travel and Tourism, Box 9566, Mississippi State, MS 39758.

The Third National Youth Entrepreneur Symposium will be April 27-30, 1995 at the Ramada Congress Hotel in Chicago. This symposium focuses on empowering teen entrepreneurs through skill-building, networking and personal development. For more information call Nickly J. Jefferson, (312) 781-5059 or FAX (312) 761-6956.

Study looks at small, mid-sized manufacturing enterprises

Why some small and mid-sized manufacturing enterprises (SMEs) are successful in the face of a recent study by Ken Hadlestone, University of Wisconsin Extension economist. The successful management strategies found consist in the study parallel practices, led by leaders of vibrant smaller communities. Owners of successful SMEs in small communities in Denmark, Finland, Germany, the Netherlands and Georgia, Kentucky and North and South Carolina were visited over a two-year period.

For persons seeking to improve the economies and communities of non-metro areas, the following management strategies offer guidance for development work.

Leadership. Leaders believe success doesn’t just happen. A leader of a recent study established a winning vision and culture that people can rally around and work as a team to achieve. Successful SME owners and community leaders have a driving philosophy centered around the notion that their size allows them to be successful. Because they are small they listen better and know their customers better, respond quicker and work as a winning team with common purposes.

People. Loyal, faithful and involved employees and vendors make it all happen. Stressors is hiring the best, providing advanced training, caring.

Trust, reduction of social distinctions and solid rewards for accomplishments and efficiency. Meeting quality standards of their customers in a cost efficient manner is vital.

Customer-Drivenness. Owners pursue their vision, but give customers the ability to have fast and flexible service, the highest quality products/service and on-time delivery/feedback of products wherever needed. Community organization allows local leaders in small areas to make changes for the benefit of their constituents to determine if they can be made.

Networking. Pacesetters use networks and joint ventures to overcome problems associated with their small size.

Innovation. Innovation is the key to improvement of processes, productivity, production and sales. Encouraging ideas and keeping close to sources noted for being on the vanguard of change are all part of the strategy to make innovation reality.

Marketing. Flushing businesses focus consistently on very narrow, highly technical, geographically large markets where competition is spread.

Investing. Spending and Finance. Highly successful SMEs and SMIs are built on long-term commitment to growth, financial stability, growth in human resources, research and development, equipment and facilities and employee compensation.

"Who Owns America" calls for papers

A conference on "Who Owns America? Land and Resource Tenure Issues in a Changing Environment" will meet in Madison, Wis., June 21-24, 1995. The conference will focus on historical and contemporary tenure systems and their relation to a wide range of policy issues, including economic productivity and sustainability, political equality, environmental justice, wealth and income distributions, gender inequalities, land use regulation and more. Proposals for papers, posters and video/audiotapes or for organizing a session should be sent to the following address, by March 21: Contact Game Summers, Nomad American Program Land Tenure Center, University of Wisconsin, 139 University Avenue West, Madison, WI 53715; phone (608) 263-258, FAX (608) 262-2124. Abstracts or descriptions should not exceed two double-spaced pages.

4-H K-3 curriculum subject of conference

The National 4-H Conference on K-3 Youth Education will be held in Columbus, Ohio May 2-6, 1995, for state teams of Extension educators who program for young children. Authors of the National 4-H Curriculum Manual for Youth K-3 will present their programs at an all-day session on June 21-24 and the 4-H curriculum criteria and jury process. Researchers will present current research on issues such as child development, learning theories, learning styles and teaching methods. Educators will address development stages, implications for curriculum, age-appropriate materials, experiential learning and cooperative learning.

A call for conference presentations is forthcoming. For additional information contact the 4-H White-CERES/ USDA phone: (202) 720-5615; Internet swight@beusda.gov or Bob Hutton, The Ohio State University, phone (614) 292-6842; Internet horton@agwax2.ag.ohio-state.edu.
In Print

Farmers' Market Workbook: How To Start a Farmers' Market in Your Community covers topics such as start-up costs, raising money, site, attracting the community, publicity, structure and operation. Available free through the Sustainable Food Center, a not-for-profit organization dedicated to food and agriculture policy issues. Write Erik Peterson, Sustainable Food Center, 1715 E. 8th St., Suite 200, Austin, TX 78702, or phone (512) 472-2073.

Increasing Competence in Resolving Public Issues was developed to help meet the ECOP commitment to prepare extension staffs at all levels to address public issues arising in educational programs. The book is designed as a primer-guide for extension educators and others who will be involved in public issues education. $1.10 per copy. A special price of $2.80 per copy for orders of fewer than 20. Order from Cooperative Extension Publications, 30 North Murray Street, Room 245, Madison, Wisconsin 53717, or phone (608) 262-3348.

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

H. Doss Bredaux Director
Jacqueline Tisdale Writer/editor
Sunny Payne Editorial Amt.

South Carolina pathways team creates vision from poverty

The South Carolina Pathways from Poverty team has been actively planning future endeavors and has secured an impressive $237,165 budget.

In September 1993 the Southern Rural Development Center, the Rural Sociological Society, the W.K. Kellogg Foundation and the Farm Foundation sponsored a Pathways from Poverty conference. State teams represented the 13 Southern states at the meeting. The teams were to create a vision of what might be done in their respective states, then return home to plan implementation activities addressing the most pressing needs.

Three possible pathways from poverty were emphasized: education and human capital investment, work and income and health and families.

The South Carolina team, along with the Advisory Committee of the South Carolina Institute on Poverty and Deprivation, have met every two months to set appropriate strategies. The result was a pathway, a combined body that will serve as the State Level Team to oversee the funded proposal.

Of the total budget, $118,735 will be from public, private, state and local sources. An additional $118,431 has been allocated from the W.K. Kellogg Foundation.

The Institute on Poverty and Deprivation, a non-profit research and policy analysis center, will be the grantee agency. The Institute will employ a Pathways director and an administrative assistant who will serve as the full-time staff. The Clemson and South Carolina State University Extension Services will be key collaborators.

Many other organizations will be heavily involved in Pathways. These include Community Action Agencies, historic Black institutions of higher education, a network of 180 private non-profit community-based organizations, the 10 Councils of Governments in the state, the Christian Action Council and the newly formed South Carolina Poverty Project. The Poverty Project, composed of highly influential state leaders, will identify key persons at the state and local levels and help assure their participation in Pathways.

The South Carolina Pathways from Poverty team focused on the role function and should play in addressing work and income, family and health and education and human capital. The conclusion was that pathways from poverty requires a new conceptualization of what poverty is as well as how it affects certain persons in society. The team decided a system of broad participation of citizens across the state should redefine, redevelop and redevelop a process for dealing with economic and other forms of deprivation in the state. Team members proposed creation of Pathways to the Future.

The objectives of Pathways to the Future include: redefining the agenda for dealing with poverty and other forms of deprivation and recommendations may lead to Phase III of Pathways, with its own resources and plan of action.

The Pathways to the Future proposals include the support of Mark Heinzl, member of the Department of Agricultural and Applied Economics at Clemson University, and Marvin Lyles, executive director of the South Carolina Institute on Poverty and Deprivation.

Capsule 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.

H. Doss Bredaux Director
Jacqueline Tisdale Writer/editor
Sunny Payne Editorial Amt.

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Alabama • Arkansas • Florida • Georgia • Kentucky • Louisiana • Mississippi • North Carolina • Oklahoma • Puerto Rico • South Carolina • Tennessee • Texas • Virgin Islands • Virginia
USDA publication shows significance of farming

Although fewer and fewer counties depend heavily on farming for their income, agriculture has not disappeared from the great majority of counties no longer farming-dependent. And in many counties farming is still significant, according to a new USDA publication, "Operations and Households in Farm Areas: A Closer Look examines farm businesses and farm operator households in three groups of counties, based on each county’s share of earnings from farming and the size of its local farm economy.

The county groups are farming-dependent counties, where at least 20 percent of local earnings came from farming; major farming (MF) counties, where less than 20 percent of local earnings came from farming; and non-farm counties, the remainder of U.S. counties. The publication contains four major implications:

- Farm operator households are likely to have an interest in the nonfarm economy because they depend heavily on off-farm income, regardless of county group.
- Farm-related economic development strategies may be most relevant in farming-dependent counties. For other areas, the effects of the local economy on farming may be more of potential than actual.
- Farm commodity programs may have limited potential to affect farm households when most operator household income is from off-farm sources.
- Strengthening local nonfarm economies through development programs may be an alternative to using commodity programs to increase farm operator household income.

Investing in People examines human resources

A new and timely book offers a comprehensive examination of an issue that has long concerned rural America: as it approaches the twenty-first century, who will fill the quality and quantity of its human capital resources.

Investing in People: The Human Capital Endowment of Rural America, edited by L. Beaulieu and David Mukely, identifies strategies for maintaining and strengthening human resources and the quality of life provided by rural America. Chapter authors discuss economic and social forces shaping the future of rural America; the status and attainments of American Indian, African American, and Hispanic groups; and nonmetropolitan poverty, health, housing, and minority communities.

The book is dedicated to the late Ken Wilkinson, who was a faculty member of the Virginia Polytechnic State Social Science Department and a highly respected rural sociologist.

L. Beaulieu is professor of rural sociology and David Mukely is professor of regional economics with the Institute of Food and Agricultural Sciences at the University of Florida.

CD Practice" initiated

"CD Practice" is a new quarterly publication of the Community Development Society describing the practice of community development in different settings. The first topics in the series include "Community Isssues: Gathering: A Tool for Resolving Conflicts" by Ron Hutner and "Community Development and Business Location Decision Making" by Robert Bivins.

The Community Development Society has progressive members and community developers for more than 25 years. Currently 680 community developers from the U.S., Canada and 12 other countries are members. Memberships are available at $1 per 100, plus $2 per 50 for a public subscription. For more information contact CDS, 1213 N. Water St., Milwaukee, WI 53202 or call (414) 276-3340 or fax 276-3340 or e-mail 75547.2561@compuserve.

SRS Recognizes Teater, Tisdale

Bonnie Teater and Jacob Tisdale were recently recognized by the Southern Rural Sociological Association (SRS). Teater is assistant to the Director and Tisdale is writer/editor of the Southern Rural Development Center.

The two were presented certificates of achievement with special awards and special presentations. The presentations were made during the Association's Annual Meeting, which took place at the held at 92 Annual Meeting of the Southern Association of Agricultural Scientists in New Orleans.

Study offers research agenda for service delivery problems

Conditions in rural America are increasingly stratified in individual and community needs as exemplified by the "Wall-Mart" effect in retail trade, school consolidation, and health care needs.

A Research Agenda for Studying Rural Public Service Delivery Alternatives in the Southeast Central Region, edited by David O'Brien, develops a research agenda for improving availability and access to public services for individuals living in rural areas.

A group of rural sociologists and agricultural economists concentrated on problems in agricultural labor shortage, loss of basic industry and emergence of an aging population. The agenda is intended to improve the ability to deliver a specific service to rural communities or to a larger geographic region.

The report concludes with priorities at the individual level of analysis, community and area-wide analysis and research on financing alternative rural service delivery systems.

The publication is available for $4.00, plus $1.00 postage from the Southern Regional Center for Rural Development, Iowa State University, 731 East, 17 East, Ames, Iowa 50011.

reprinted from the Fall 1994 issue of "Western Wire"
SRDC invests in human capital development

Charles LeCompte, of Danbury, Texas, had been a rice farmer for 15 years. But after years of increasing production costs and drastic weather conditions, LeCompte decided to consider another way to support his family. Thanks to a grant from the Southern Rural Development Center and materials developed with that grant, LeCompte received help.

Unfortunately, many farmers in LeCompte’s area are facing similar economic stresses and difficult decisions. East Texas is primarily a rural region, dependent on timber, oil and gas for agricultural and manufacturing industries. In the past seven years, oil prices have declined, the lumber industry was hit by the construction industry slow-down, and non-agricultural employment fell by 4%. In adjoining Arkansas, 58 of the state’s 76 counties have been designated as labor surplus areas because of high unemployment.

SRDC realized the problem and responded to the situation. The Center recognized that a person’s ability to develop job skills and increase his or her chances of becoming employed is directly related to individual, family and community economic status. Today’s market requires a wide variety of skills. It is not only essential for farmers, but also for factory workers and small business operators, to recognize the requirements of a job, but must have adequate communication, teamwork, time management, and conflict resolution skills. To help them, SRDC granted $15,000 to the Texas Agricultural Extension Service for an applied research project that would instill job skills in workers who were unemployed or underemployed.

The "Develop Job Skills To Upgrade Employability" project was conducted by Texas A&M’s Agricultural Extension Service in cooperation with the 1890 Agricultural Program, University of Arkansas at Pine Bluff, Dorthy Taylor, Texas Extension Family Life specialist; Lynn White, Texas Extension Family Science program leader, and Irene Lee, Extension Family and Child Development specialist, University of Arkansas at Pine Bluff, prepared the curriculum.

A training manual, 13 publications, and four videos were developed, and training was conducted in three locations in Texas and one in Arkansas. Subject matter included: How to get a job; job options, proper dress, personal hygiene, filling out applications, and interviewing techniques; How to keep a job; communicating with the boss, balancing work and family responsibilities, and relationships at work; and Career planning or job change; goal-setting, career planning, budget making, analysis, recognizing personal talents, and changing jobs.

In the first year, 19 counties reported an interest in their work using the Job Skills program. Other counties may have used the program but did not mention it in their reports. Fifteen counties included at least 588 youth from high schools. Adult participants included 26 General Equivalency Diploma (GED) students, 257 limited income mothers, 57 Texas Employment Commission (TEC) or Job Training Partnership Act (JTPA) clientele, 259 employees of a garment factory announcing its closing, 5 farm workers recognizing they needed to seek new careers and 63 business women.

Additionally, two county extension agents targeted youth and adults needing to improve job seeking and employment skills. Typical feedback from participants indicated they became better prepared to hunt for jobs, prepare resumes, dress more appropriately for interviews and work, have better work attitudes and feel better about themselves. Data from four counties indicated between 20 and 25 percent of the participants found jobs and about 50 percent improved job skills, most notably their employment/employer relations.

Charles LeCompte’s county Extension agent, Waverly Jefferson, had access to the training and the materials. LeCompte and four other rice farmers in Brazoria County, where Jefferson is county agent, were forced to stop farming. Jefferson provided a job search training program and taught the farmers how to write a resume, how to determine job skills learned on the farm, and how to set a value for labor by the day. "From the start I really didn’t know how to write a resume," LeCompte says. "We worked on it several times and gradually came up with what I wanted to say about myself."

(continued on page 4)

2,000 training? Not even close!

Due to an emission of text, there was an error in the January edition of Capsules about environmental media.

The front-page article incorrectly stated the University of Virginia’s Institute for Environmental Negotiation charged $2,000 per person for environmental mediation training. The University of Virginia Institute’s training fees do not approach this cost. This article should have stated that the University of Kentucky inquired about $2,000 per person to send Extension specialists and agents for a week of environmental and public policy mediation training conducted by CDR Inc. in Boulder, Colorado.

Kentucky Extension specialists have been pleased with the training they received from the University of Virginia Institute for Environmental Negotiation.

The editor regrets the error.

2
Land uses change over time

Major land uses shift over time, and urban land conversion was greater in the Southeast and in other areas of the country than in the Pacific Northwest, according to the USDA publication Urbanization of Rural Land in the United States.

The article, "Land Is Dynamic. Changing Uses During a Decade," says with the exception of urban uses, changes occur to and from most major land uses. To varying degrees, land changes from less developed or improved uses, such as forest land of rangeland, to more developed uses, such as cropland or residential uses.

Much of the cropland converted to urban uses is consequently replaced by forest land and rangeland. These dynamic shifts in land use have been the reason the total area of cropland in the U.S. has remained relatively stable over the last 40 years.

The article says urban uses are an exception to the dynamics exhibited by other land uses. Urban conversion is a one-way process. Once land is converted from some other use to an urban use, it tends to stay urban. Very little urban land is ever converted back to nonurban land. Some land, however, does take place within the urban category. For example, small amounts of residential land may eventually be converted to commercial or industrial uses.

The article entitled "From 740,000 to 1 Million Acres Were Estimated To Have Been Urbanized Annually in the United States in the 1970s" presents the statistics on how much land is lost to urban uses each year. The estimates of urbanization may be cause of concern at state and local levels, especially in highly populated rural-urban fringe areas where open-space land is needed for recreation, wildlife, environmental quality and aesthetic enjoyment is scarce. However, the article says, from a national perspective, an annual urbanization rate of 1 million acres in a country containing 2.5 billion acres of land is a relatively small change.

Another article in the USDA publication "Urban Land Area Expanded the Most in the Southeast and Southwest" says suburban counties added the most urban land and used the most land for each new household. For example, in the Southeast, households increased by 73 percent, compared with 60 percent in the Pacific region.

The largest percentage increases in urban area were in the Southeast and Southwest. Counties in the Southeast showed a slight increase in rural population growth, the highest rate of 0.4 acres per new household. The highest rate in the Pacific region was 0.04 acres per new household.


NCA&T receives large CDC grant

Francis Walson, an academic researcher in North Carolina A&T's Agricultural Research Program, and NCA&T have been awarded a $600,000 grant by the Center for Disease Control in Atlanta to help stop the trend of increasing farm-related accidents and illness. NCA&T is the only historically black institution to win such a grant.

The project will cover a 3-year period and will be administered by Walson and his associates, Carey Ford and John Paul Owens.

Deanne Hackman, School of Agriculture, said the funding for the study underscores his faculty's mission to make a tremendous contribution to the health and welfare of small farmers in North Carolina.

Nonmetro growth trails but increasing

A recent study by Kenneth M. Johnson and Calvin L. Beale shows net in-migration to nonmetropolitan counties has brought about widespread nonmetropolitan population growth in recent decades. The growth trails that of metro areas but is clearly more rapid and widespread than in the past.

Johnson and Beale say a great demographic surprise of the 1970's was the widespread population growth in nonmetropolitan areas. Rural and small town population growth during the 1970's exceeded that in metro areas for the first time since pioneer days. Virtually all nonmetropolitan areas grew.

The researchers say the rural turn-around of the 1970's stemmed from the expanding farm economy, farm industries, employment gains in other sectors, the increased impact of urban retirees and recreation seekers and more job-commuting to urban centers. Quality of life factors, stemming from reactions against conditions of urban life, also contributed to the renewed nonmetro growth.

After 1980, however, the general economic landscape changed. Growth proved deeper and longer in rural and small town areas than elsewhere. And agriculture had its worst and longest critical decade. Even the tendency to retire in small communities diminished. The rural excess of births over deaths in 1980 is an indication that in most counties even moderate amounts of net migration produced population decline.

Now, says Johnson and Beale, 1992 county population estimates indicate a significant recovery of nonmetro population growth, with an annual rate of 0.77 percent, fully double that of the 1980's. The country's economic health and a net movement of people to nonmetro locations. Natural increase still provides most of the nonmetro population gain, but the annual rate (0.44 percent) continues to diminish and is now only half the rate (0.28 percent).

This reflects the fertility behavior of young metro immigrants and the shortage of nonmetro adults of childbearing age and the higher fertility of nonmetro people at older, more death-prone ages.

Many of the nonmetro counties that reported significant growth in the 1980's are in the Farm Belt, but they are also common in the Appalachian coal fields and the Southern coastal plain.

Despite the grater retention of people in the Farm Belt, only 35 percent of counties with growth from 1990 to 1992. They continue to be far more susceptible to loss than other metro and nonmetro counties, even though they have been in continuous decline for many years.

The study shows a sharp contrast in the influx of people to recreation and retirement destination areas. Some 87 percent of these counties are growing, and the annual growth rate exceeds that of the metro population. All other county types have growth rates below the metro level.

Economic developments contributed to the recent upturn in rural and small town population trends. Throughout the 1980's, the average unemployment rate was uncharacteristically higher than metro rates. This has not been true since mid 1991, however, for the 1991-92 recession hit hardest in the urban economy. Additionally, falling mortgage rates stimulated growth in rural second-home and retirement areas. Widespread growth in retirement and recreation developments will continue, but that nonmetro factors are also fueling the renewed nonmetro growth.


Revised from "Nonmetropolitan Population Change in the 1990's," Choices, Fourth Quarter 1994

Halpert leads decisions for Health

Extension's Decisions for Health Initiative will continue under CSREES management team leader Burton Halpert, associate professor of Sociology and Medicine and a state Extension economist, University of Missouri-Kansas City. Previously, Halpert was Agriculture and Natural Resources Extension coordinator. Marvin Konyha who had served as Initiative team leader was named acting deputy administrator for Rural, Economic, and Social Development, CSREES.

The Decisions for Health Initiative focuses on empowering people to practice healthy lifestyles, empowering individuals and communities to make decisions that enhance access to and availability of health care resources, and building community capacity systematically assess health and health care needs and develop strategies to meet identified needs.

Names in the News

ALBERTO J. BEALE was appointed interim dean and director of the College of Agricultural Sciences, University of Puerto Rice.

GALE BUCHANAN has been named dean and director of the College of Agricultural, Consumer Sciences, University of Georgia. He was named interim director of the Agricultural Experiment Station.

BILLY CALDWELL has been appointed interim director, North Carolina Cooperative Extension Service. He succeeds BOB WELLS who retired.

RALPH OTTO has been named acting deputy administrator for Natural Resources and Environment, CSREES. He succeeds VIVAN JENNINGS who retired March 3.

CDs meets in Southern Region

The Community Development Society (CDs) has scheduled its 27th annual conference for July 23-26, 1995, in Fayetteville, Arkansas. This year's theme, A Vision of Innovation Through Collaboration, will address the dramatic changes occurring across the planet. For additional information, contact Deanne Hackman, 828 Clark Hall, University of Missouri, Columbia, MO 65211, (314) 882-2937.

March 20, 1995

Remember EARTH DAY!!

April 22, 1995
human capital development  continued from page 1

In identifying skills, LeCompte found mechanics to be his strong point. "Dealing with equipment and tractors, I have done that for many years. Just from farming, you have a variety of skills, but you really don't recognize your strengths." One-on-one training with Jefferson helped him identify his strong points. LeCompte started a temporary clarifier to help then worked for the County in maintenance but heard about a job as farm manager for Rice Tec Seed Company in nearby Alvin, Texas. He knew the job was for him. "This company deals with rice, and I had over 15 years experience raising rice," he says.

With an impressive resume and confidence in himself, LeCompte applied for and secured the job at Rice Tec. He now has a stable income and is doing work he loves to do. "I feel better about myself," he says. "Here I have responsibility for things. I make a lot of decision on my own. It is kind of back to what I was doing."

The other four farmers who received Jefferson's training also found off-farm employment: all five producers are now employed in at least one off-farm job.

The Job Skills project represents an investment in the economic and human capital development of the Southern region by the Southern Rural Development Center. Future use of the program will help more individuals and employers better match skilled labor to jobs that will sustain the economy of the region and give individuals opportunities for improved lifestyles.

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.

H. Don Bradshaw  Director
Jacqueline Trisalde  Writer/Editor
Sandy Payne  Editorial Asst.

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Water Quality/Waste Management Conference set for June

The Cooperative State Research, Education and Extension Service, Farm Foundation and Southern Rural Development Center are sponsoring a conference on successful water quality and waste management June 4-6 in New Orleans. "What Works?" will cover a variety of topics to strengthen development and delivery of extension programs in water quality, waste management and related natural resources. The topics will also strengthen cooperative working relationships within Extension at all levels, program areas and academic disciplines.

The conference targets current and potential water quality and waste management issues and will provide an opportunity for participants to share ideas. It will also enhance cooperative working relationships with other agencies.

Optional educational tours will be offered Saturday, June 3 and Sunday, June 4. Participants will tour Louisiana Universities Marine Consortium's (LUMCON) research and teaching center at Cocodrie, where they will have a seafood dinner, view educational exhibits and attend a seminar on coastal wetlands. Options Sunday include a half-day cruise in estuaries and Terrebonne Bay, fishing from the dock or rental boat at Coco Marina, or driving to NRCS Plant Material's Lab in Galliano.

As an added incentive to implement ideas sparked by sharing what works in the region, five $500 mini-grants will be awarded to conference participants. The mini-grant program is designed to encourage innovative water quality and waste management programming and provide a means to put knowledge from the conference to practical use.

An opportunity will be provided to exchange announcements, job openings, meeting notices, needs, services available and other information. A board will be set up in the resource fair area and a summary report given at Tuesday's lunch.

Registration for the conference is $195 and is limited to the first 300 paid participants. Costs of pre-conference events vary, according to options chosen. The deadline for conference registration is May 15. To obtain a registration form or other information contact the Southern Rural Development Center, Box 9655, Mississippi State, MS 39762-9655, telephone (601) 325-3207.

Restrictions limit use of nurse practitioners

In general urban states tended to be more restrictive. Contrary to common belief, however, rural states were not consistently more open to NPs. Further clouding the rural outlook, the census found NPs tended to cluster in metropolitan areas. Only 5.5% of the nurse practitioners identified as of spring 1984 were in rural regions. One-third of the nation's counties, representing 7.6% of the population, had no NPs at all within their borders.

On an NP-to-population basis, rural states occupied both ends of the spectrum. But three states with large rural populations - Nebraska, West Virginia and Mississippi - were among the 10 with the fewest NPs per population.

High rural poverty for elders in South

Rural poverty is one of the four focus areas of the Southern Rural Development Center. Eight million people over the age of 65 live in rural areas of the U.S. Many of those elderly live in or near the level of poverty. Twelve of the 13 states served by SRDC have more than a third of their rural persons aged over the age of 65 living within 150% of poverty.

States by Percent of Rural Persons Age 65+
Living Within 150% Poverty: 1990

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![Image](image)

Source: 1990 Census, Public Use Micro-data 5% sample

Numbers indicate the percent of rural elders living in poverty.

Note: 1980 poverty level for 1 person 65+ = $5,947 (150% = $8,920)

In Print

Two publications recently released by the Western Rural Development Center are designed as tools for community groups looking for ways to stabilize and expand their local economy. Small Town Strategy for Business Recruitment presents a step-by-step method for promoting new business growth. It begins with an overall economic development plan that should include other avenues of improvement, and ends with techniques for keeping existing businesses. Recruiting and securing new business is part of a larger process. Marketing the Uniqueness of Small Towns provides detailed suggestions for identifying the special qualities of a community and linking them with the resources for promoting those qualities to prospective visitors, residents and businesses.

Visit the Western Rural Development Center, 307 Ballard Extension Hall, Oregon State University, Corvallis, OR 97331-3007, (503) 737-3621, FAX (503) 737-1379.

Answers given for rural/urban quiz

1. Rural Households. Although more households (73.9%) are in urban areas, the 24.6 million rural households have a home ownership rate of 80.5%, far greater than the urban home ownership rate of 58.7.
2. Urban households. Urban households are generally younger, with 28% of the population under 35 versus 22% of rural households.
3. Urban households. The median value of owner-occupied units in rural areas was $77,620 versus $85,380 in urban areas.
4. Same. The size of owner-occupied homes in urban and rural areas was about the same — approximately 1800 square feet.
5. Urban Households. The median age of owner-occupied units in urban areas was 30 years, while only 21 years in rural areas.
6. Same. The median income of urban families was $27,830 and for rural families was $24,870. The rural-to-urban ratio is not statistically different. However, rural homeowners have only 4% of the income of urban homeowners.
7. Same. Among owner-occupied homes, the average size was 2.4 persons.
8. Urban Households. Urban households were more likely to complete high school and at least some years of college than rural households (21.2% of the urban population versus 14.0% of the rural population).
9. Rural Households. 40.8% of the rural population completed 12 years or more of education versus 35.9% in urban areas.
10. Rural Households. When asked, rural households rated their neighborhoods far better than urban neighborhoods. 45.3% of rural households versus 27.4% of urban households rated their neighborhoods good or excellent.

SRDC projects continue to produce positive results

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

Many women on welfare today desperately want a better life for their families. Unfortunately, the economic situation throughout the Southern Region severely limits their chances of fulfilling that hope. An educational program tested in two Mississippi counties may provide the chance they need.

A grant from The Southern Rural Development Center helped fund the special project to teach women in Mississippi the technical and business skills related to the apparel alteration and home maintenance trades. Additional support was provided by the Mississippi Cooperative Extension Service and the County Board of Supervisors. The county Extension offices in cooperation with the County Department of Health and Human Services and Sacred Heart Southern Missions identified trainable welfare recipients in each county to participate in the pilot program.

"There are people who want to get off of government assistance programs. We wanted to provide people with an education that would help them do that," said Dr. Beth Duncan, Extension home based and entrepreneurial business specialist at Mississippi State University.

Five women in Lee County and five women in DeSoto County enrolled in the first training courses. All ten women completed the training and all ten secured employment after the training. These women have a brighter future than before the training. "Receiving specialized training in this type of setting was once-in-a-lifetime opportunity for these individuals," says Martha Gatin, DeSoto County home economist. "They gained many job-related skills that also may be applied to everyday life."

A modified version of the project was presented in Lee and Marshall counties in Mississippi. All five of the participants in Lee County found employment after the training. Ten women participated in the Marshall County training. Following the general training, two of the women received one-on-one follow-up consultation. Both are now employed: one owns her business.

Participants in the full project were required to attend at least 40 hours of training. Personal and business skills conveyed in the program include self-esteem building and basic job preparedness. Participants are taught interviewing techniques, job performance standards, marketing methods and self-employment opportunities, which includes legal aspects of business ownership and pricing a service. Training is developed and taught by the Extension agents and resource people in each county.

One result of the pilot program was a tested model for entrepreneurial and technical skill development of welfare recipients that may be expanded to additional counties in the state, region and country. The model may be adapted and used with all types of home-based businesses in other states served by the Southern Rural Development Center.

Perhaps the most important outcome of the program is its contribution to economic development by raising the economic level of the welfare recipients, thereby reducing their dependence on the welfare system. By enhancing the earning potential of welfare recipients, the program provides real economic support to stressed families.

Duncan said she is optimistic each woman will meet the primary goal: full-time employment with better wages and benefits. "It is rewarding to empower someone to use her skills and training," Duncan said.

For additional information contact:

Dr. Beth Duncan, home based and entrepreneurial business specialist
Mississippi Cooperative Extension Service
Box 9745
Mississippi State, MS 39762
Telephone (601)325-3081
Study looks at work of women, farm contributions

Some farm women operate farms alone, more operate farms with their husbands, and still others leave farm management to their husbands. All groups of farm women make contributions to their households and farms and to farm household income, most often by working both on and off the farm. Women on farms contribute a large role in agriculture, although few statistics exist on women’s contributions. There are several factors contributing to the lack of adequate recognition of women’s work contributions to the farm. Data gathering creates some bias towards men because the traditional survey required that only one person answer as the farm operator. Since one operator is reporting for the farm and the main operator is usually male, bias is more likely. Women’s contributions are a concern.

Many women contribute nonfarm management labor to farms, but it is difficult to discern whether a task is farm work or connected to traditional household tasks. Examples of invisible farm work are food preparation for hired help along with family meals and tending to public heavy demands for farm labor or when the husband is unavailable.

One reason farm women do not participate in more farm work is the same as that for men: the general labor market. Women continue to be more involved in the management and household management than men. Another explanation for lack of women in farm work is that many farms are too small to fully employ more than one individual, more operate for children of the farm. Farm women make a wide variety of significant economic contributions to the household and farm business. By working on the farm, women at off-farm jobs, men are at risk of work with unstable farm income. In addition to traditional household chores, women often tend around plant a garden, feed hired workers, take care of livestock and run errands. Women also manage farm businesses, jointly operating farms with their husbands or making decisions as the primary operator.

A study by Janet E. Perry and Mary C. Ahern of the Natural Resources and Environment Division of ERS, differences made by women on the farm and in the well-being of household members are noted. Some of these differences show women are participating in the management of farm businesses as well as still managing the majority of the farms. The study found women farm operators spend fewer hours in farm and off-farm work than men who are farm operators, and women operate smaller farms.

When women have managerial responsibilities on the farm, or work in off-farm employment, the household has a higher average income. Some cultural influences are noted in the Perry and Ahern study. Because capital investment regulations may discourage barriers to entering into the farming occupations, barriers to farming occupations are economically inherited. Farmers commonly pass on the farm and occupation to their children. Few new entrant opportunities for women are available, and few new entrant opportunities for men are available, and few new entrant opportunities for farm operators often share in the financial inheritance of the family farm, but the operation of the farm is commonly left to the father-in-law. Although mechanization has greatly minimized or even eradicated the physical aspects of men farming, women continue to spend a smaller proportion of their farm labor hours in physical work than men. Farm girls may not receive the same training or have the same opportunities for farm-related work experiences as do farm boys. They may want the experiences due to socialization into the farm or general culture, or girls who do want the experiences may not be provided with the opportunities. Many of these experiences are equivalent to an apprenticeship for farming. If these barriers do exist, it may mean that the young men would be farm operators if they were removed.

While indications are that more women are taking an active role in the management of farming, there are no strong reasons to expect allocations of labor within the family household to change in the near future. SOURCE: "Farm Women Blend Farm and Off-Farm Work" by Janet E. Perry and Mary C. Ahern in Agricultural Development Perspectives, USDA Economic Research Service, Volume 9, Issue 3, June 1994.

Regional water conference presents success stories

The regional conference, "What Will Be the Water Quality and Waste Management Programs, Efforts, and Strategies in Programs for Developing and delivering Extensions and related natural resource programs. The event attracted 230 participants from all states and Puerto Rico.

Building construction material recycling program - David Griffin, Volusia County, Florida Cooperative Extension Service.

Well location and identification - Donna O'Keefe, Clay County 4-H youth agent, Missouri Cooperative Extension Service.

Multi-use livestock pond demonstration - Mitchell Farm, area Ext3n. 4-H agent, Chickasaw County, Okla. State University.

To jump-start implementation of ideas developed during the conference, the Farm Foundation awarded five $800 mini-grants. The following ideas were funded by an independent review team:

- current forest resource situation in the South
- major educational efforts by agency and organization
- impacts of current education and extension efforts, and
- future directions, strategies and needs.


For registration information and materials contact Bill Hubbard, Regional Extension Forester, Cooperative Extension Service-Southern Region, 4-402 Resources Building, The University of Georgia, Athens, GA 30602, (706) 542-7913, FAX (706) 542-3342.

4H EARTH KEEPS (Environmental Awareness Reaching Territorial Homes/Kids Environmental Education Programs Effectively--Responds with Solutions) - Pam Gauthreaux, New Orleans Cooperative Extension Service.

With support from the Southern Rural Development Center, Farm Foundation and Cooperative State Research, Education and Extension Service.

RC&Ds announce 15th annual meeting

The Mississippi Association of RC&D Councils has issued an invitation for the 15th annual meeting of the Southern Rural Development Councils. The annual meeting is scheduled for October 11-14 in Jackson, Mississippi.

The keynote address will be given by Paul Johnson, chief, National Natural Resource Conservation Service. Activities include sessions on natural resources, tourism, and wildlife and hunting. Four technical tours will be offered that focus on watershed treatment system where a constructed wetland was developed to treat wastewater with wetland facilities. The Simms Arboretum, a ten-acre tract of forested rolling hills, is a working demonstration of modernist bridge using Southern Yellow pine lumber constructed on a rural road; and a timber farm that grows shiitake mushrooms.

For registration information contact Chuck Jesen at the Central Mississippi RC&D, 111 Airport Road, Pearl, MS 39208-0650, (601) 965-6233, FAX (601) 965-6734.

Names in the News

JACK BAGENT is the new acting director, Louisiana Cooperative Extension Service. BAGENT joined PARLETT FUNK who retired April 30.

HOOVER CARDEN, administrator, Cooperative Extension Service, The University of Arkansas View A&M University, retired June 30.

PRESTON L. FERNEY was named director, International Agriculture Programs, Arkansas Cooperative Extension Service.

JOHN FERNANDO V. VELLE was recently ratified as dean of the College of Agriculture and director of the Agricultural Experiment Station and Director of the Agricultural Experiment Station, Service of the University of Puerto Rico. THEODORE BEARD was appointed Director, International Extension Service, ALBERTO BEARD was appointed Director, International Agroforestry Service, as Director, International Programs.
Tourism conference draws from 35 states

More than 150 persons representing 36 states participated in the National Extension Travel and Tourism Conference held in 1982 in New Orleans. The conference provided a forum to discuss Extension's role in the plan for their future in tourism and economic development. General sessions were focused on the National Extension Initiative, "Communities in Economic Transition," and workshops provided a round table and discussion opportunities to react to a preliminary report from the National Design Team on Tourism: A Resource Fair, with more than 20 exhibits, was used to enhance collaboration, networking and sharing of resources among participants.

"Pathways" continues in Western region

The Pathways to Poverty" workshop held in Albuquerque, New Mexico, in May, was the second in a series of meetings of the four rural development centers to address the problems of poverty on an ongoing basis.

One hundred four people attended the Western region meeting as state teams, representing state, local, tribal and grassroots organizations and higher education. Participants represented thirteen states and four territories in the Western region. Teams used the meeting to develop a strategy to create a vision and action plan for continued efforts to combat poverty. Primary sponsor W.K. Kellogg Foundation offered seed grants for follow-up activities implemented by the state teams.

Centers report year's activities in joint publication

The 1984 Combined Report of the four regional rural development centers has been published. The report summarizes selected research and Extension projects of each center and joint activities of two or more centers. The Centers' research and educational programs focused on developing the skills and problem solving processes of individuals in small towns and rural places.

Names in the News

David Osloncic, head of the Department of Agricultural Economics, University of Illinois, was named director of USDA's Review of Agricultural, Consumer and Environmental Economics. He will begin his position at the beginning of the 1982-1983 academic year.

Margaret Hale was named assistant director for Family and Consumer Sciences. Hale, who has been an Agricultural Extension Service effective July 17.

Ivy Lyles was appointed assistant secretary for Administration and Finance at the American State Cooperative Extension Program July 1.

C. Clark Jones is serving as interim director of the Virginia Cooperative Extension Service at Virginia Tech.

Ronald Knutson, director of Ag and Food Policy Center, Texas A&M University, was named to Farm Foundation's board at its June meeting.

Christine Taylor Stephens, assistant dean, Extension Agriculture and Natural Resources, Michigan State University, became dean for Extension and director of the Florida Cooperative Extension Service, Effective August 1. She succeeds John W. W. Roberts, who retired August 31.

L. D. Williams, left Washington, D.C., to accept a position at the University of Southern Mississippi after serving two years as acting administrator, Extension Service, USDA, and more recently as acting associate administrator for the National Center for State, Research, Education and Extension Service.

James Zulchilds, program director at the W.K. Kellogg Foundation, was recently named dean of the College of Agriculture and Home Economics, director of Cooperative Extension and director of the Agricultural Research Center at Washington State University.

SRSA requests program ideas for February meeting

The annual meeting of the Southern Rural Socioeconomic Association (SRSA) will be held concurrently with the 93rd annual meeting of the Southern Association of Agricultural Scientists (SAAS) February 3-7, 1986, in Greensboro, North Carolina. The theme of the 1986 SRSA meeting is "Challenge for Sustainable Development in a Region of Resources from Scenarios for Visionary Planning and Policy.

Paper presentations, panel presentations, exhibits and poster sessions are now requested.

Persons wishing to participate in the 1986 meeting are asked to submit a one-page abstract not exceeding 150 words to the program chair by October 16, 1985. The abstract should describe the paper, panel, exhibit, or poster being proposed. On a separate cover sheet, the author should include the following: type of presentation (e.g., paper); name of the primary author with institutional address, telephone, and fax number; and names and addresses of co-authors. If you are a student participant, it is required that you submit a joint paper or a panel presentation. All abstracts will also be helpful to indicate the subject matter area(s) in which your paper should be included. If you are willing to serve as a session chair or discussant, please identify the program chair by October 16.

Sustainable ag proposals sought

The Southern Regional USDA Program on Sustainable Agriculture Research and Education (SARE), in partnership with the EPA Program on Agriculture in Concert with the Environment (ACE), is requesting proposals for research and education that address issues of sustainable agriculture of current and potential importance to the region and nation. The SARE program will accept proposals for three types of projects in 1986: "Integrated Systems, Planning Projects and Experimental Projects. Priority areas for FY 1986 funding include: 1) marketing and value-added products; 2) limited resource farmers; 3) quality of life; and 4) environmentally sound multiple use land use; and 5) integrated management technologies.

Proposals must be received by October 13, 1985. For complete information about proposal preparation contact:

Paula B. Ford
Southern Region SARE/ACE Program
1109 Experiment Street, Room 203
Stuckey Building
Griffin, GA 30223-1797
Telephone (404) 412-4787

Rural Sociological Society announces awards, Voth honored

The 58th Annual Meeting of the Rural Sociological Society was held August 17-20 in Washington, D.C. During the Awards Ceremony Donald Voth, University of Arkansas, received the Excellence in Extension/Public Service Award. Voth is a member and past chair of SRSC's Program Advisory Committee.

In making the presentation, Award Chair Morton, pointed out that Voth's record of public service to rural people and rural communities spanned three decades and three continents. From his early work with the Menominee Central committee in South Vietnam that supported local development, provided disaster relief and addressed medical problems through agricultural development, Voth has consistently pursued his major career goal of applying "social science research skills and techniques to the practical questions of development, focusing especially upon development of rural and agricultural communities."

Voth has worked extensively with grassroots community development programs in Arkansas and helped design and implement the Kellogg funded LeadAR program. He has served on the Southern Technical Committee of the Southern Sustainable Agriculture Research and Education (SARE) program for three years and three quality of life issue.

He has worked in international community development projects in countries such as Haiti, Rwanda and Burundi.

The Society presented additional awards to the following persons:

Rural Sociological Society announces awards, Voth honored

Excellence in Instruction
Gene Summers
University of Wisconsin

Excellence in Research
Daniel Lichter
Pennsylvania State University

Outstanding Scholarly Achievement
Nancy L. Peluso
Yale University

Distinguished Rural Sociologist
Frank Young, Cornell University

Distinguished Rural Sociologist
Janet M. Fitchen (Deceased)
Ithaca College

Distinguished Service to Rural Life
Emery Castle
Oregon State University
Center review complete, panel issues report

The Southern Rural Development Center's first comprehensive national review was conducted this summer by the Cooperative State Research, Education and Extension Service, United States Department of Agriculture (CSREES/USDA). The review June 20-22 was the last of the four regional rural development centers to be reviewed in response to recommendations of the combined national review of 1991.

The review panel has released its findings and recommendations. Recommendations coming from the review process are to strengthen the work of the Center. The panel's report is summative and formative in nature. It explores accomplishments for an overall picture of the Center and what results, experiences and other information to provide guidance to improve future performance of the Center.

SRDC was commended on its ability to implement a viable program on a small resource base. However, with predictions of lower levels of base funding, it was recommended the Center work towards revenue enhancement through small increases in fees for conferences and publications as well as networking with other groups to make full use of limited resources.

The report of the Review Committee is positive. Recommendations were made in four areas:

- The panel recognized the strong involvement and support of those who serve on the program advisory committee, faculty and others who have delivered and/or been recipients of programs and projects supported by the Center. It was evident to the members that social scientists who have had the opportunity or taken the opportunity to work with the Center have contributed to the success of the Center and have also benefited from that involvement.
- The self study and background materials furnished the committee helped the review team elicit an understanding of the programs and projects of the Center and were acknowledged as "excellent."
- The Center's role in organizing and delivering quality conferences and seminars received many positive comments throughout the review and was recognized by the review team as an obvious area of strength.
- The team acknowledged the Center's reputation as a producer of useful and quality publications. SRDC's work in this area was commended not only for production of quality materials for use in the South but the rest of the nation as well.

In charting the future for SRDC, the Center's Program Advisory Committee and Board of Directors are evaluating recommendations. The Program Advisory Committee has already been charged with implementing a process for developing vision, mission and values statements for the Center.

Dr. Ron Powers, assistant vice president and associate director, University Outreach and Extension, University of Mississippi, chaired the review team. Team members were a cross section of individuals with diverse backgrounds and experience relative to rural development research and Extension. Besides Powers, review team members included the following:

Dr. Lori Garkovich
University of Kentucky

Dr. Thomas H. Kindt
The University of Tennessee

Dr. Marvin E. Konyha
CSREES/USDA

Dr. Mortimer H. Neufville
University of Maryland-Eastern Shore

Ms. Karen Prentiss
Florida State Rural Development Council

Dr. Richard G. Stuby
CSREES/USDA

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Jacqueline Tindle
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Sandy Page
Editorial Assistant

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Alabama • Arkansas • Florida • Georgia • Kentucky • Louisiana • Mississippi • North Carolina • Oklahoma • Puerto Rico • South Carolina • Tennessee • Texas • Virgin Islands • Virginia
More than 50% of Mississippi’s total population lives in rural areas, although twice the percentage for the nation overall. Issues of rural health care are critical to the people of Mississippi.

Many diverse organizations and professionals across the state are involved in various aspects of rural health care. Unfortunately, in the past there has not been a collective, organized entity, and the efforts of the diverse organizations and professionals often were not coordinated, resulting in duplicated and less efficient services.

The newly formed Mississippi Rural Health Association (MSRHA) is a non-profit organization that is committed to supporting and improving health and emergency care systems in Mississippi. Through MSRHA members have a strong, unified voice on rural health issues through communication, education and advocacy.

While the Association is the result of efforts of many groups and individuals interested in rural health in Mississippi, the Developing Partnerships conference held in Nashville November 1993 and sponsored by the Southern Rural Development Center prompted early discussions. Discussions among Mississippi Rural Health Corps members at that conference led to discussions with the Mississippi Rural Development Council Executive Director Neal Jones, who encouraged members to pursue formation of a statewide organization to support rural health activity in the state.

Under the leadership of the Mississi-issippi Cooperative Extension Service, the Mississippi State Department of Health’s Office of Rural Health and the Mississippi Rural Development Council, an organizational meeting was held last month of the newly-forming Mississippi Rural Health Association. Al Grant, a nationally known authority on the formation of state rural health organizations, discussed how an association is organized and what may be accomplished through a broad grassroots membership.

Membership in the Association is open to individuals and organizations interested in supporting and providing leadership on rural health issues through communication, education and advocacy. Members include the Mississi-issippi Rural Health Corps as well as local citizens, businesses, economic develop- ers, health educators, health-care professionals, banks, hospitals, profes-sional health associations, long-term care facilities, mental health-care professionals, clergy, community health centers, tribal councils, city and county governments and state legislators.

The Association seeks to establish membership consensus on health issues affecting the quality and quantity of services available to rural Mississipi-ans. It is committed to supporting and improved health and emergency care systems in Mississippi. Through MSRHA members have a strong, unified voice on rural health issues through communication, education and advocacy.

The Association is a positive step toward more effective health service to rural residents in Mississippi, resulting from one networking activity of the SRDC.

Poverty rises across nation

The nation’s poor increased between 1992 and 1993 to 39.3 mil-lion, or 1.9 million more than the previous year and 6.9 million more than in 1989, the U.S. Bureau of the Census reported in October. The number reached the largest since 1986, when it returned 38.6 million—a rate of 21 percent—in a total population three-fourths as large as 1993.

Children made up 40 percent of the poor, although they are only 27 percent of the total population. According to the Census Bureau, the poverty rate for children, 22.7 percent, is higher than for any other age group.

The proportion of poor people without health insurance coverage was 29.3 percent, nearly double the rate for all persons. Within the total population, 39.7 million—or 15.3 percent—lacked health insurance coverage.


Volume-based user fees researched

As the solid waste crisis has unfolded over the last five to ten years, most discussions of volume-based user fees have focused on urban and suburban areas, but high volumes of solid waste and recyclables must be managed. However, collection of solid waste materials and recyclables has increased significantly. Collection of solid waste and recyclables in rural communities through a drop-off system poses, in some sense, an even greater challenge particularly from the standpoint of financing this public service and providing incentives for source reduction and recycling.

In the rural community, many rural communities have faced relatively low solid waste management costs that in most cases were covered out of general property tax revenues. However, federal landfill regulations and state mandates for more comprehensive collection systems and diversion of materials from landfills through recycling or other means have changed the appropriate financial strategies by exaggerating difficulties faced by rural communities stemming from small total population and low population density. Costs have risen to the point that they represent a major claim on rural family income.

Rural counties, often tagged as the “fortunate unit of government” in standards of waste management legislation, are in a particularly difficult situation. Generally, rural counties have densities less than the initiative of private haulers to serve residents in outlying areas. Many rural counties simply have gotten into the collection business, by implementing what is typically called a “convenience center” system. Such a system involves a number of conveniently located sites with access controlled during open hours by an attendant, where residents can drop off their household garbage and permitted recyclables such as permitted recyclables. As such, the question naturally arises as to whether volume-based user fees (VBUFs) should be implemented within such a system.

According to conventional wisdom, the answer to this question is “no.” Rural solid waste managers and elected officials may well acknowledge the two basic arguments in support of volume-based user fees, namely the equitable distribution of the cost of solid waste management and the incentive provided for source reduction and recycling. However, most would be quick to point out that volume-based fees may encourage some residents to use inappropriate disposal methods, such as illegal dumping or on-site burning or burying, or to express concern about other possible political and administrative impediments. This conventional wisdom is reflected as well by the absence of drop-off collection systems in the several local decision-maker guides published in recent years.

It would be helpful to examine this conventional wisdom by assessing the experience of several rural communities that have implemented volume-based user fees within a drop-off collection system. While VBUFs may not be the most appropriate financing strategies for all rural areas, the experience of these rural counties and towns warrants the following discussion of their problems or costs.

Implementation of VBUFs in a rural drop-off context appears feasible as a way of addressing some of the financial problems or costs.

Residents appear willing to support (or at least accept) VBUFs if they are well-informed of the need and logic in advance and are given reasonable options for gaining some measure of control over their total bill. Hybrid financing strategies allow all VBUFs to be kept at modest levels, and support becomes more easily if VBUFs are initiated at the time of a significant enhancement of the collection system.

Marks and reserves by calling Shangri-La at 1-800-331-4060. For more information call Ag Conferences, (405) 744-6489 or Note Lansford, (405) 744-6655.

On Schedule

Public and Private: A Partnership for the Future, October 23-26, Baltimore, MD. This is the 33rd annual international solid waste exposition sponsored by the Solid Waste Association of North America, with registration information contact SWANA at (301) 585-2686.

4-State Heartland Economic Develop-ment Conference, November 1-2, Grand Lake, Oklahoma. The theme is “Building Community Infrastructure in the Heartland: Pathways to the Future.” $35 registration fee payable to Ag Conferences. Mail to 4-State Heartland Economic Devel-opment Conference, 430 Student Union, Oklahoma State University, Stillwater, OK, 74078-4060. Make reservations by calling Shangri-La at 1-800-331-4060.

4-State Heartland Economic Develop-ment Conference, November 1-2, Grand Lake, Oklahoma. The theme is “Building Community Infrastructure in the Heartland: Pathways to the Future.” $35 registration fee payable to Ag Conferences. Mail to 4-State Heartland Economic Devel-opment Conference, 430 Student Union, Oklahoma State University, Stillwater, OK, 74078-4060. Make reservations by calling Shangri-La at 1-800-331-4060. For more information call Ag Conferences, (405) 744-6489 or Note Lansford, (405) 744-6655.
Happy Holidays from the staff at SRDC

In looking back, it's been a busy year at the Southern Rural Development Center. One of the major activities of this year was the first on-site review of the Center. In preparing for that review and with your help, the staff did a self-study. We looked at ourselves and asked you to look at us. The review team came on campus and looked at us. All in all the picture we saw was a positive one. There were many things we were proud to report. There were some things we wish we had done better. With your continued help in the coming year, the staff endeavors to add to the list of positive accomplishments and to continue to work on our deficiencies.

In looking ahead, it is the wish of the staff of SRDC to be a Center that responds to the needs of our region. To do that we need to have the input of our clientele. Please keep in contact with us. Call on us as we call on you. Together we will serve the people of the rural areas of the South. Together we will build a better life for us all.

Happy New Year--all year long!

Alabama • Arkansas • Florida • Georgia • Kentucky • Louisiana • Mississippi • North Carolina • Oklahoma • Puerto Rico • South Carolina • Tennessee • Texas • Virgin Islands • Virginia
Oklahoma community leaders undertake strategic health planning

Changes in the delivery of rural health care services are occurring weekly if not daily. Changes are encouraged because of antitrust changes in Medicare and Medicaid programs. The health system is market driven, and health providers are trying to position themselves. The result is the creation of new health networks. Some examples include urban hospitals purchasing or entering into managing arrangements with rural hospitals and large physician practices purchasing small rural physician practices. Consumers are being encouraged to join HMO’s (Health Maintenance Organizations) or PPO’s (Preferred Provider Organizations). This process is really gaining momentum with Medicaid as many rural providers move towards managed care Medicaid programs.

With these changes occurring, it is imperative that rural decision makers have as much input as possible into changes occurring at the community level. It is also important that decisions regarding local access and availability of health services be determined by local decision makers. To help leaders in rural communities in the South, the Southern Rural Development Center awarded Oklahoma a grant to form an interagency team to conduct strategic health planning in two Oklahoma pilot communities and 2) to gather information from currently available guidebooks and other planning tools to implement a strategic health planning process.

The interagency team consists of Gerald Dokeken, Coastal Health, and Stan Ralston, Oklahoma Cooper Extension; Kathy Vandervest, Oklahoma Office of Rural Health; Diane Holmes, Oklahoma State Department of Health; Richard Selig, Miami Health Projects, Inc.; and David Falcone, University of Oklahoma Health Science Center. Selling, Oklahoma and McCurtain counties were selected as pilot project areas. Selig’s strategic planning process is complete, and the team is in the closing stages. Table 1 outlines the process. It must be emphasized that this is a community driven process and the interagency team serves as staff to the community.

The initiating group consists of community and health care leaders. The interagency team explains the strategic health planning process to them, and if they decide to proceed they identify community leaders for the steering committee. The planning process is explained to the steering committee at their first group meeting. Each steering committee member is asked to work with one of five task forces. All work is completed during task force meetings, with the resource team furnishing data and information.

Publicity. The publicity task force’s role is to keep the public fully informed of all actions and meetings of the health planning process. A resource team member provides examples of news articles and other suggestions.

Inventory. The inventory task force creates a document with a listing of all health services in the area. A resource team member goes through the yellow pages and assembles data. Task force members review and revise the information. The information is so useful that a local sponsor, such as a bank, will often publish it.

Survey. Survey task force members aid in conducting a primary survey. A resource team member furnishes a sample instrument, and the task force reviews and refines it. The resource team draws a random telephone survey sample, conducts the survey and compiles the results. The task force then reviews and analyzes the results.

Data and Information. The data and information task force reviews all health and economic data. The resource team provides data, and the task force interprets it.

Table 1

<table>
<thead>
<tr>
<th>Action</th>
<th>Time</th>
</tr>
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<tbody>
<tr>
<td>I. Creating Initiating Group</td>
<td>1 month</td>
</tr>
<tr>
<td>II. Appoint Steering Committee</td>
<td>1 month</td>
</tr>
<tr>
<td>III. Activities of Task Force</td>
<td>4 months</td>
</tr>
<tr>
<td>IV. Health Services Coordination</td>
<td>1 month</td>
</tr>
<tr>
<td>V. Steering Committees Develop Action Plan</td>
<td>1 month</td>
</tr>
<tr>
<td>VI. Community Meeting To Review Plan</td>
<td>1 month</td>
</tr>
<tr>
<td>VII. Steering Committee Revise Plan</td>
<td>1 month</td>
</tr>
<tr>
<td>VIII. Implement Plan</td>
<td>1 month</td>
</tr>
</tbody>
</table>

Professional Ag Workers meet for 53rd time

The Professional Agricultural Workers Conference (PAWC) is meeting for the 53rd time. In 1962, the PAWC took its first step to influence rural community development. The annual meeting is scheduled for December 3-6 at Tuskegee University.

The conference serves as a forum where participants review and discuss relevant topics on improving the quality of rural life for people in the South and the nation. Tuskegee University hosts PAWC with support from the Farm Foundation, Ford Foundation, USDA/ERS, USDA/NRCIS, USDA/RECS, USDA/FS, Southern Rural Development Center and 1890 land-grant institutions.

Plenary sessions will introduce the general policy environment and debatable issues related to the theme. Workshops and work group sessions will foster exchange of ideas and hands-on experiences and initiate actions for follow-up. The conference fee is $125. A proceedings will be published. For additional information contact Ntiam Baharenyi at 100 Campbell Hall, Tuskegee, AL 36088, (334) 727-8454.

Home-Based theme: Smarter, Better, Faster

The third Home-Based Business Conference will be hosted by the University of Wisconsin-Whitewater Continuing Education Program from April 21-24, 1996 at the Wyndham Hotel, Milwaukee, Wisconsin.

Several pre-conference workshops will be offered Sunday, April 21, 1996 in the afternoon leading into the 2-day conference on Sunday at 6 p.m. with an opening reception.

The conference is planned for those who educate, advise, support and serve home-based micro business owners and prospective owners. The conference also provides assistance with resources needed by those in the home based business community, and creating a national awareness of the importance and economic impact of home-based businesses, and show the impact and changing nature of home-based and micro businesses.

ECOP announces Managing Change

Extension Committee on Organization and Policy (ECOP) has named "Managing Change in Agriculture" as a new extension initiative. The initiative will focus on the need for adjustment to change and encourage the development of additional educational programs nationwide.

Managing Change in Agriculture is proposed to help people, farms and communities make important strategic decisions that will enable them to manage change successfully. Change poses threats against and opportunities for the well-being of the agricultural sector and society as a whole. The nation's farmers and ranchers, agricultural business firms, consumers and others will benefit from an interdisciplinary extension educational program that provides alternative methods for adjusting to change.

The initiative will help people to ask the right questions, gather and analyze information and make suitable decisions using science-based knowledge. The focus of the initiative will be on strategic decision making through the brainpower of the direction of businesses, families and communities. It is designed to reach 200,000, 100,000 small farm and ranch operators, 200,000 medium and large operators and 25,000 large-scale operators plus many small-to-moderate-size agriculture firms and other rural businesses.

The Program Leadership Committee and CSARES will name a national interdisciplinary initiative team to guide the development of this initiative.
Fitchen ties weak employment opportunities to welfare rise


The study found that 30 single-parent families could be grouped into four distinct subcategories based on age and marital history. For each group, a different menu of strategies is needed to promote family self-sufficiency. Fitchen concluded that marriage is not an appropriate solution for the women in any of the groups. Fitchen’s policy recommendations are mostly anti-marriage policies and do not promote marriage.

### What is rural — It depends

The term “rural” naturally comes up constantly in the business of rural development. But what is rural and what is not? Listed below are some of the terms used in different agencies involved in rural development or in reporting on rural development.

Census Bureau (Department of Commerce):

- **Rural**: living in the open country-side or in towns of less than 2,500 inhabitants that lie outside urban areas
- **Standard Metropolitan Statistical Areas (SMAs)**: a county or group of counties having at least one central city of 50,000 or more
- **Nonmetropolitan counties**: all counties that are not SMAs

Office of Management and the Budget:

- **Metropolitan statistical areas (MSAs)**: core counties containing a city of 50,000 or more and a total area population of at least 100,000.
- **Metropolitan counties**: core counties if they are economically and socially integrated with the core county.

Metro areas are divided into central cities and areas outside (suburbs). "Urban" and "metro" are often used interchangeably.

Nonmetropolitan areas are divided into side metro areas. "Rural" and "non-metro" are often used interchangeably.

Adjacent county: abuts one or more SMAs, and at least two percent of its employed labor force commutes to a metro area.

Farmer Home Administration (FmHA):

- **Rural area**: open country, communities of up to 2,500 in non metro areas, and town of up to 10,000 having a rural character but located within metro coun ties.

An informal working definition: if you think you are rural, you’re rural.


### Family and community theme for conference

"Linking Family and Community Strengths" is the theme of a national conference planned for June 12-14, 1996, at the Seabob Hotel in Louisville, Kentucky.

The conference will be especially beneficial to the Extension educators with assignments in family economics, family resource management, family development, community development and economic development, particularly those focusing on work with limited resource audiences. It will also be informative for state teams of Extension educators and community partners from other organizations, including public officials, social service agency representatives, staff of non-profit cooperative development groups, public school personnel and clergy.

### On schedule

**Professional Agricultural Workers Conference, December 3-5**, Tuskegee, Alabama. This is the 53rd annual meeting of PAWC. The theme is 1995 Farm Bill: Implications for Rural Community Development. For registration information contact Nnam Bari Johar at 100 Campus Hall, Tuskegee, AL 36088, (334) 727-8454.

**Southern Association of Agricultural Scientists, February 3-7, 1996**, Greensboro, North Carolina. This is the 93rd annual meeting of SAAS. For additional information contact Vernon Boggs, 111 Hutcheson Hall, Vtc Tech, Blacksburg, VA 24061-0402, (540) 234-6295, FAX (540) 234-6143, e-mail Vboggs@vt.edu.

**Linking Family & Community Strengths, June 12-14, 1996**, Louisville, Kentucky. This interdisciplinary national conference will provide information and opportunities for collaboration among family and community resource management and community development practitioners. Registration brochures will be available in March 1996.

The conference is designed to identify and disseminate the research base that underpins integrated family life, family resource management, family and community development programming. It will identify and disseminate programmatic materials for innovative Extension and other organizational interventions that link family, family resource management and community development activities.

The conference will provide participants with the tools and motivation to develop integrated family and community development programming. It will also provide opportunities for interaction and collaboration. Staff of Extension educators from Extension educators and community partners from other organizations, including public officials, social service agency representatives, staff of non-profit cooperative development groups, public school personnel and clergy.

### Strategic health planning continued from page 2

Available as a resource and reference manual only. The guidebook is meant only as a tool through the strategic health planning process. It should be modified and individualized to fit circumstances and individual conditions. Further health planning process described in this guidebook can be applied to any local community. It must be emphasized that this is not a new health planning guidebook. The Oklahoma process used materials from many excellent health planning guidebooks and did not reinvent the wheel. Rather, the resource team borrowed from those documents and developed a guidebook that works for it.

The appendix in the guidebook contains example documents of all the materials developed and utilized in the pilot Oklahoma health planning. Some examples include the impact study, survey inventory and process data.

The guidebook is available on a limited basis to key planning professionals. If you are interested in increasing strategic health planning and want a copy of the guidebook, please write the Southern Rural Development Center. The cost of the guidebook is $4.00.
Names in the news ...

Editors note:

KARL STAUBER has NOT resigned.

COLIEN HEFFERAN is acting admin-
istrator of CSREES.

This is contrary to a report in this
column last month. Could it have
been a computer error (SYNTAX ER-
ROR 782053??)? Probably not. The
paragraph was incorrect. We
attempt to pass along factual infor-
mation regarding changes in person-
nel across the system and regret this
fabrication.

B.L. HARRIS has been named associ-
ate director for agricultural sciences,
Texas Agricultural Extension Service.

JON ORT has been named director
of North Carolina State University
Cooperative Extension Service.
BILLY CALDWELL had been serving
as interim director.

MAZO PRICE has resigned as dean
of Agriculture and Home Economics
and director of 1890 Research and
Extension at University of Arkansas
at Pine Bluff. JACQUELYN W.
MCCRAY is serving as interim dean/di-
rector.

JOHN SWEETEN was named resi-
dent director for the Texas A&M
Agricultural Research and Extension
Center, Amarillo, TX.

MARY C. WYATT was appointed
administrator of 1890 extension pro-
grams at Lincoln University.