Extension Education in Archer County

Making a Difference 2010

Educational programs of the Texas AgriLife Extension Service are open to all people without regard to race, color, sex, disability, religion, age, or national origin. The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Courts of Texas Cooperating.
The Texas AgriLife Extension Service has been dedicated to serving Texans for nearly a century. The agency was established in 1915 under the Smith-Lever Act to deliver university knowledge and agricultural research findings directly to the people. Extension programs have continued ever since to address the emerging issues of the day, serving diverse rural and urban populations across the state.

Through a well-organized network of professional educators and more than 100,000 trained volunteers, Extension delivers practical research-based knowledge to Texans in all 254 counties. Our expertise and educational outreach pertain to the food and fiber industry, natural resources, family and consumer sciences, nutrition and health, and community economic development. Among those served are the hundreds of thousands of young people who benefit annually from Extension’s 4-H and youth development programs.

Texans turn to Extension for solutions. Its agents and specialists respond not only with answers, but also with resources and services that result in a significant return on investment to boost the Texas economy. The agency custom-designs its programs to each region of the state, relying on residents for input and for help with program delivery. Here are just a few highlights of Extension’s impacts on Archer County and its people:

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**Archer County – Summary of Educational Contacts**

**County Facts/Figures**

- Founded: 1858
- County Seat: Archer City
- Area-Total: 919 sq. miles
- Population: 8,854
- Density: 9.6 / per sq. mile
- Race breakdown:
  - White: 95.4%
  - Hispanic: 4.17%
  - Black/ Other: 1.13%
- Households: 3,345
- Below poverty: 8.5%
- Over 65 population: 14.5%

**2010 Extension Contact Summary**

- Total Ed. Programs conducted: 193
- Total Group Participants: 6525
- Contacts hours via ed. Programs: 14,110
- 4-H Members: 310
- 4-H Leaders: 18
- 4-H Youth Leaders: 28
- 4-H Chartered clubs: 3
- Office Contacts: 1,644
- Site visits: 975
- Phone calls: 3160
- Newsletters/ e-mail /mail contacts: 5,780
- News releases to area media: 130

**Total Group/Individual Contacts:** 18,599

- 491 Volunteers Utilized in Archer County programs, activities, and projects of Texas AgriLife Extension
- 5346 Volunteer hours contributed

For a value of $111,464.10 volunteer service of time and commitment in 2010
2010 Archer County Beef Cattle
By Justin B. Gilliam, CEA-Ag.

Relevance- Within the Rolling Plains of Texas cattle producer’s production of livestock contributes 4.60% of the income of Texas agriculture. In Archer County beef cattle production is a 25 million dollar a year industry. This industry is constantly under change. Beef producers need to stay informed on the changes so they can cope with the markets. By increasing knowledge and adoption of best management practices in the area of marketing, nutrition, and stocking rates producers will be able to make better management decisions for their operations.

Response- The following programs were utilized to assist producers in making decision in their operations.

- **Forage Seminar** - discussing different forage options and their values and stock rates.
- **Fall Field Day** - Education on parasites, nutrition, marketing, and pasture management
- **Texas Farm and Ranch Show** - Producers attending had opportunity to study new and innovated ways
- **Quarterly Newsletters** - updates and articles on beef cattle production
- **Individual Farm Visits** - agent visited with several ranchers on the ranch to look at the discuss different methods to assist the ranch.

Results- At the various educational programs evaluation instruments were used to measure the impact of programs given. A total of 32 of 47 participants returned retrospective post instruments.
- 94% gained a broader knowledge of different feed supplements.
- 88% of producers attending will adopt the practices learned of de-worming cows/calves.
- 78% of producers plan to adopt and improve stocking rates.
- 96% of participants were mostly or completely satisfied with the completeness of the information on each topic.
- 100% of participants were mostly or completely satisfied with the timeliness of the program information.

Future Plans- Beef cattle will always be a viable part of the income and economy of Archer County. Future programming is in place to insure education of cattle producers. Producers will be educated on cow/calf production as well as stocker cattle production to assist ranchers in making better decisions with their herds.
2010 ARCHER COUNTY EAT SMART- HEALTH AWARENESS PROGRAM
Kathryn Carnes, County Extension Agent-FCS, Archer County
Health Program Series- reaching 82/Health Fair with resources- 88 participated-
172 participated in site contacts- personal contacts, and newsletters

Archer County as in many counties across the state of Texas continue to address the need to improve health and wellness of families. 14% of the Archer County population is over the age of 65. In 2010 ongoing efforts to improve health with participating in educational programs and activities were addressed and implemented. A four session program Series EAT SMART- addressing heart health, importance of exercise, food safety, and lowering cancer risk was targeted to senior adults. 82 senior adults were reached in quarterly educational programs. Health related newsletters/personal conference contacts, reached a total of 172 from within the county. From evaluation results 97% of participants gained new knowledge and practices in food handling in regards to food safety such as correct time and temperature, proper cooking and new food preparation skills. 66% reported increasing their physical exercise and activity after participating in the EAT SMART program series.

2010 RED RIVER CHILD CARE CONFERENCE
Multi County Child Care Provider Conference with Wichita, Archer, Clay and Montague counties
133 child care providers/directors received 798 clock hours of training.

Over 60 percent of children from birth through age six receive some form of outside the home child care on a regular basis. Child care is the 16th largest industry in the state generating over 145,000 jobs and $2.3 billion in wages for Texans. Annually a multi-county child care provider training conference is held. In March 2010, the 2010 Red River Child Care Conference sponsored by Texas AgriLife Extension FCS programs in Wichita, Archer, Clay and Montague counties provided training to 133 child care providers and directors who provide care for 1,512 children enrolled in 52 child care centers or family day homes. A total of 798 clock hours of training was provided to child care professional seeking to meet state mandated training requirements established by the state of Texas. From program evaluations over 90% of participants acquired new information from the conference, considered the training to be very cost-effective, and relevant to the work they do. Child care providers planned to utilize the information gained at the conference to improve their programs and considered themselves better equipped to work with the children in their care.

2010 BETTER LIVING FOR TEXANS NUTRITION PROGRAM
Educational programs/ reaching 154 limited resource individuals- 225 with newsletters and 410 contacts of site, office, telephone and interpretative events.

Limited resource audiences are at a higher risk for food insecurity and hunger, which also impacts health. 3% of Archer County’s residents are potential eligible as food stamp recipients. As this target audience of the Archer County Better Living For Texans nutrition program was reached and helped to adopt practices and develop skills in food resource management. Programs of Family Food on a Budget, Healthy Harvest, Family Food Pyramid, Family Foods for the Holiday on a Budget were presented during 2010. These programs were conducted at the Archer Service Center and with the Archer HeadStart program to better reach this potential audience. Also to better market the Better Living For Texans program individual contacts at health fairs, events, schools and worksites brought awareness to better reach new audiences and assist to meet the needs of Archer County families.

Future Plans- 2011 Archer Co. Family Resource Management
Archer County families are facing tough economic times. Programming to assist families in better stretching their resources will be addressed for the upcoming year.
ARVER COUNTY 4-H  
Justin Gilliam/ Kathryn Carnes  
Archer County Extension Agents

4-H Clubs in Archer City, Windthorst and Holliday- 310 enrolled youth in traditional 4-H clubs/ 15 volunteer leaders/36 volunteer youth leaders and club officers.

In 2010 two 4-H youth received 4-H Foundation Scholarships totaling $19,500. Over the past five years Archer County 4-H youth have received approx. in $170,000 scholarships from various donors and supporters.

Twelve youth completed 4-H record books with 4 advancing to 4-H state competition.

Archer Co.4-H youth have been active on the district, state and national level of 4-H competition with competing at 4-H judging events, presentations, and shows. 170 competed on the district 4-H level, 85 on the state 4-H level, and 2 on the national level.

Recognition of 4-H youth- County Award Banquet- November – 135 in attendance sponsored by Windthorst 4-H and area businesses of the Windthorst area. Two Gold Star and Two Silver Star 4-H Winners awarded and all 4-H members recognized.

4-H Community Service projects- ONE DAY 4-H Projects- 375 hours of community service hours given back to Archer County by 4-H youth

Archer City 4-H- City Beautification Project- Planting Pansies in Planter Boxes in downtown area with Archer Beautification Committee- 9 youth donated back 36 hours of community service.

Adoption of five Archer County families during the holiday season by providing over $1000 worth of gifts with 15 Archer City youth providing shopping skills and 30 hours of community service.

Windthorst 4-H – Flavors of Fall Bake Sale with over $600 raised for City Park improvements- 35 youth participated with 105 community service hours given. Community Christmas Program reaching 125 rural Archer County residents with 70 4-H youth participating.

Holliday 4-H- Holliday Christmas Parade promotion- 13 youth assisted with participation with float entries promoting 4-H and Holliday- 26 hours of community service hours presented.

2010 Archer County Jr. Livestock Show/ Home Economics Project Show- Youth Premium Auction
225 animal entries, 150 clothing, food and craft projects, 110 photography entries – approx. $102,000 was generated at the youth premium auction with 145 youth participating. Over 650 county residents attended the two day show.

Youth- Archer County Science in Agriculture
By Justin B. Gilliam CEA-Ag/ Kathryn Carnes CEA-FCS

Ag. In the Classroom- reaching all 4th graders in Archer County- 150 taught in multi-learning stations-follow-up curriculum lessons with classroom teachers

Relevance- Trends show that youth in both rural and urban areas are losing the awareness of the importance of agriculture in everyday life. Agriculture and its commodities provide over $50 million in revenue annually in Archer County. Youth of all ages benefit from agriculture and increasing knowledge and awareness will help them gain a better appreciation to help their lives for many years to come.

Response- 4th grade youth in Archer County was targeted. 140 youth from Windthorst, Archer City and Holliday schools participated. Youth participated in a day long multi learning station area. Students were taught about the importance of dairy, wheat, cotton, beef, horse, equipment safety, wildlife and introduction to 4-H opportunities. As a follow-up teachers taught students additional information on agriculture and commodities to reinforce the experience.

Results- From evaluations surveys -87% of those participating increased a positive attitude towards agriculture/ 100% gained some extensive knowledge from participating. Most enjoyed was the 4-H livestock exhibit, mobile dairy classroom and cotton gin exhibits.

Future plans – In 2011 youth safety will be addressed with various grade levels using safety day camp format.
Archer County Community Economic Development/ Nature Tourism
By Justin B. Gilliam  CEA-AG, Archer County
Kathryn Carnes CEA-FCS, Archer County

Relevance- In Archer County nature tourism continues to grow in significance. As rural communities suffer from various economic situations it is important that the county have growth and interest. Archer County landowners continue to look for ways to experience a positive economic impact of expanding the wildlife/nature tourism aspect to their individual and business management plans. Research shows that over the course of years the impact of just wildlife tourism in Texas has had a $15.6 billion impact in Texas. Rural counties like Archer continue to struggle in hard economic times but by better promoting the community nature/wildlife resources many individuals, businesses and landowners can benefit.

Response- Texas AgriLife Extension Service in Archer County continues to support nature tourism opportunities. A Hunter education safety certification course is sponsored prior to hunting season each year. By hosting this event it provides necessary certification training opportunities to benefit all hunters and hunting age groups within the county—both adult and youth. Extension staff offer contacts and support to landowners assisting them with information and available resources that can be used in better promoting nature tourism/hunting leases/and business operations.

Results- Annually 25-30 adults and youth take advantage of the hunter education safety certification classes. As needed other courses are added to meet the demands. This course was held in August 2010 reaching 21 adults and youth from a three county area.

Plans to expand for 2011- Incorporating newsletters and news articles by promoting the importance of nature tourism within the county. With the development of a Nature Tourism Resource Guide for Archer County landowner’s and potential wildlife businesses will provide landowner contacts, information of wildlife and tourism business information and services. Also promotion of available Extension publications, website and helpful information regarding nature tourism will be developed to help enhance this industry with the county.

Other Significant Programs:
Emergency Management

Texas AgriLife in Archer County continues to support local emergency management issues. Ongoing efforts with the Animal Issues Committee — and preparations in place to assist county emergency management leadership during animal related emergencies as needed. Agents coordinate with the County Emergency Management coordinator and county officials and local volunteer fire departments on assistance with Extension available resources and provide outreach education as needed related to wildfire awareness, natural disasters, and any other emergency situations.

Plans for 2011- Community Economic Development

Expand and promote Nature Tourism within Archer County.

Ongoing efforts to support Emergency Management resources.
Texas AgriLife Extension Service
Archer County

Staff

Justin B. Gilliam
County Extension Agent-
Agriculture /Natural Resources

Kathryn E. Carnes
County Extension Agent-
Family & Consumer Sciences

Contact Us

Physical Location:
512 W. Cottonwood
Archer City, TX  76351
Mailing Address:
P. O. Box 580
Archer City, TX  76351
(940) 574-4914
(940) 574-2833 fax
Archer-tx@tamu.edu