



TEXAS A&M AGRILIFE EXTENSION SERVICE
STRATEGIC PLAN
IMPERATIVES, GOALS, AND OBJECTIVES



FISCAL
YEARS
2017–2021



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Introduction

For over 100 years, the Texas A&M AgriLife Extension Service has been extending research-based knowledge to Texans and providing the solutions people need to better their lives. Our programs have helped farmers to improve their crop yields, families to preserve food during war and depression, and youth to develop a sense of responsibility and leadership. In helping to fulfill the land-grant university mission of teaching, research, extension, and service, we have expanded our reach to serve all 254 Texas counties and to play important educational roles at Texas A&M AgriLife Research and Extension Centers throughout the state. We collaborate with hundreds of other organizations and rely on thousands of volunteers to reach out to our constituents and bring them lifelong learning opportunities.

Today, we join Texas A&M AgriLife Research and the College of Agriculture and Life Sciences at Texas A&M University in working to meet five grand challenges of the 21st century: Feeding Our World, Protecting Our Environment, Growing Our Economy, Improving Our Health, and Enriching Our Youth. Our strategic plan for Fiscal Years 2017–2021 outlines our goals to meet each of these challenges. This plan will guide us as we continue to grow and adapt in our commitment to serving the people of Texas and improving lives in our global society.

Doug Steele, Director
Texas A&M AgriLife Extension Service
The Texas A&M University System

Through the application of science-based knowledge, we create high-quality, relevant continuing education that encourages lasting and effective change.



Imperative 1 Feeding Our World



Global population is expected to grow to 9 billion by the year 2050. We must find ways to feed more people with fewer resources as we cope with environmental challenges. Declining aquifers, limited farmlands, and extreme weather events will require us to develop and disseminate drought and disease-resistant plant varieties, find ways to grow more crops on less land, and prepare farmers and ranchers to use new technologies in food and fiber production. AgriLife Extension teaches agricultural producers to adopt

best management practices based on new scientific knowledge that will help them increase production, enhance sustainability, and conserve natural resources. And by educating the public about agriculture and food production, AgriLife Extension creates a partnership with all Texans that can improve food safety and security, reduce the prevalence of food deserts in our urban areas, and improve nutrition throughout the state.

GOALS

- GOAL 1** | *Crop, forage, and turfgrass producers will enhance sustainability, improve production efficiency, and conserve natural resources through increased knowledge and the adoption of best management practices.*
- GOAL 2** | *Livestock and poultry producers will enhance animal health, productivity, well-being, and sustainability and will conserve natural resources through increased knowledge and the adoption of best management practices.*
- GOAL 3** | *Viticulture operations and producers of vegetables, fruits, nuts, and horticultural crops will enhance sustainability, improve production efficiency, and conserve natural resources through increased knowledge and the adoption of best management practices.*
- GOAL 4** | *Operators of aquaculture and seafood enterprises will enhance the health, productivity, and sustainability of their operations and conserve natural resources through increased knowledge and the adoption of best management practices.*
- GOAL 5** | *The public will gain knowledge about how agricultural production practices and technologies play a role in food safety, food security, and human health.*



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Imperative 2 Protecting Our Environment

While we help to make food more plentiful, AgriLife Extension is also committed to the health of our environment and ecosystems. We promote sustainability in agricultural production and conduct conservation and stewardship programs that reduce drought impacts, improve and preserve water quality, minimize wildfire risks, and help maximize water supplies through more efficient irrigation practices and urban water conservation. We help to restore damaged lands and protect wildlife, and we educate

adults and children about the environment. We also help to promote the safe and reduced use of pesticides in agriculture and landscapes as well as in homes, schools, and other public buildings through the Integrated Pest Management Program. Safeguarding our precious natural resources and maintaining a clean and healthy environment are among AgriLife Extension's top priorities, not just for the coming five years but also for the future of Texas and our nation.

GOALS

- GOAL 1 | *Enhance water-conservation technologies to ensure quality water resources for current and future generations in Texas.*
- GOAL 2 | *Promote Integrated Pest Management (IPM) for safe and effective use of pesticides in natural, agricultural, and urban areas.*
- GOAL 3 | *Promote management strategies that will enhance environmental stewardship and the sustainable use of agricultural lands.*
- GOAL 4 | *Implement educational strategies related to urbanization and land-use changes in Texas.*
- GOAL 5 | *Increase access to environmental education in urban areas.*



Imperative 3

Growing Our Economy

A griLife Extension programs make an economic impact and create significant returns on investment for residents of Texas on farms and ranches, in rural communities, and in urban centers. On an individual level, Extension helps farmers, ranchers, and rural and urban business owners by assisting with strategic planning, business development and management, risk management, economic impact and policy analysis, and market intelligence. Extension supports the growth of nature tourism and recreation-based businesses that augment agricultural activities in rural communities. We grow communities by supporting entrepreneurship, developing leaders, providing job-enhancing continuing education, and helping people get back on their feet through disaster recovery education and assistance. Extension

educators teach clientele to make sound business decisions that increase profits and sustainability. We teach families and individuals about the importance of saving and budgeting their money, and we offer strategies for doing so. We also give them tools for making informed decisions about investing and help them prepare for financial risks and major life events. Our continuing education programs train agricultural producers, food handlers, pesticide applicators, child care providers, and many others, improving job skills, keeping businesses in regulatory compliance, and protecting consumers. Extension programs contribute to the sustainable growth, diversity, and viability of a healthy Texas economy moving forward.

GOALS

- GOAL 1** | *Provide farmers, ranchers, landowners, and other businesses with educational programs, analysis, decision support tools, and information to increase knowledge, grow businesses, adapt to changing markets and technologies, manage risk, and increase economic profitability and efficiency in a sustainable manner.*

- GOAL 2** | *Provide Texas communities, community leaders, and businesses with education, analysis, and support to enhance regional, community, and business resources and economic development opportunities.*

- GOAL 3** | *Provide Texas residents with education and training opportunities such as workforce development, job certification training, personal finance, leadership development, disaster preparedness and recovery, and other skills to grow and enhance opportunities for job retention, growth, and improved economic situations.*

- GOAL 4** | *Provide farmers, ranchers, landowners, other businesses, and communities with education, analysis, and support to develop, expand, or improve opportunities in recreation, tourism, event management, and the sustainable management of the natural resource base to enhance economic opportunities.*

- GOAL 5** | *Provide education and training opportunities to enhance the security and safety of the food system.*



Imperative 4 Improving Our Health

Through a wide range of programs, AgriLife Extension educators help Texans take control of their own health to prevent and manage chronic diseases and conditions such as diabetes, asthma, and obesity; prevent infectious diseases; improve meal planning and food budgeting; increase physical activity; and improve food safety. With a new focus on health in our southernmost counties beginning in 2015, Extension's goal is to reduce avoidable hospitalizations, health complications, and emergency room visits. This could save tens of millions of dollars each year in health care costs. Extension educators collaborate with other experts as well as with hospitals and clinics and

with the Texas A&M University Health Science Center to engage families, promote healthy behaviors, encourage preventive care, and improve disease outcomes. Included in our goals for a healthier Texas are programs that teach people about gardening and the farm-to-table connection with agriculture, the importance of clean and plentiful water supplies, and the foundation of healthy parent-child relationships and family mealtimes. All of these programs work together to build a healthier Texas and reduce the burden of preventable diseases on individuals, families, and society.

GOALS

- GOAL 1 | *Inform, educate, and empower people to reduce the risk of injury and chronic disease.*
- GOAL 2 | *Improve food-safety knowledge and practices, from producers to consumers.*
- GOAL 3 | *Improve consumer understanding of agricultural production and food systems, with emphasis on the relationships between agriculture, food, and health.*
- GOAL 4 | *Enhance stakeholder knowledge and adoption of best management practices involving water quality and public health.*
- GOAL 5 | *Promote the well-being of children and families by building healthy relationships between parents/caregivers and children and within families.*



Imperative 5 Enriching Our Youth

For over a century, AgriLife Extension has conducted youth development programs, including Texas 4-H, working in partnership with schools and youth organizations as well as with thousands of volunteers. Today, we offer hands-on learning experiences that engage nearly 600,000 young people every year, helping them develop leadership, responsibility, and a spirit of service. We begin by helping families protect their infants through classes in car seat safety and the maintenance of a home that is free of contaminants that may cause illness. We tailor 4-H

programs to both rural and urban youth, engaging them in a wide range of educational experiences throughout their school years. We also help them prepare for college and the workforce, crucial steps in today's economy. Our goal is to ensure the health and well-being of our young people and to encourage them to be the leaders and motivators of tomorrow. And we are preparing them for a role as global citizens who will help to meet the grand challenges of the future.

GOALS

- GOAL 1 | *Improve the overall health and well-being of youth.*
- GOAL 2 | *Advance youth education in science, technology, engineering, and mathematics (STEM).*
- GOAL 3 | *Build workforce capacity in youth.*
- GOAL 4 | *Empower young people to be positive and engaged members of their community.*
- GOAL 5 | *Equip and empower youth to understand global food production, help feed the world, and be environmentally conscious.*

Imperative 1: Feeding Our World

GOAL 1 | Crop, forage, and turfgrass producers will enhance sustainability, improve production efficiency, and conserve natural resources through increased knowledge and the adoption of best management practices.

Objectives	Audience(s)	Action Steps	Measures	Responsibility
Improve producer knowledge, adoption of improved practices, and production changes that result in greater efficiency and profitability and enhance environmental sustainability.	Producers	Plan and conduct applied research, demonstrations, and educational activities and develop educational products and delivery systems to address local priorities in the production of crops, forages, and turfgrass. Objectives are to increase producer knowledge, improve production efficiency through the adoption of best management practices (BMPs), and achieve positive changes in economic and environmental sustainability.	<ul style="list-style-type: none"> • Number of people reached • Percent increase in knowledge on BMPs related to production efficiency, profitability, and resource conservation • Percent adoption of BMPs, increased production efficiency and improved environmental conditions, and/or enhanced profitability of farm operations 	AES AGECE ANSC BAEN ENTO ESSM PLPM SCSC CEAs RPLs
Enhance farm management skills through adoption of technologies.	Producers	Plan and conduct educational activities and develop educational products and delivery systems to address local priorities, with the objectives of increasing producer knowledge and improving producer adoption of best management production and financial practices to achieve positive changes in economic and environmental conditions.	<ul style="list-style-type: none"> • Number of people reached • Percent increase in knowledge of farm management • Percent increase in farm management skills • Adoption of BMPs and production changes related to farm management 	AES AGECE ANSC ENTO ESSM PLPM CEAs RPLs

Objectives	Audience(s)	Action Steps	Measures	Responsibility
Enhance rangeland ecosystems.	Producers	Plan and conduct applied research, demonstrations, and educational activities and develop educational products and delivery systems to address local priorities. Focus is to increase producer knowledge, improve producer adoption of BMPs, and achieve positive changes in economic and environmental conditions.	<ul style="list-style-type: none"> • Number of people reached • Percent increase in knowledge of rangeland ecosystems • Percent adoption of BMPs for rangeland ecosystems 	AES AGECE ANSC ENTO ESSM PLPM SCSC CEAs RPLs

GOAL 2 | Livestock and poultry producers will enhance animal health, productivity, well-being, and sustainability and will conserve natural resources through increased knowledge and the adoption of best management practices.

Objectives	Audience(s)	Action Steps	Measures	Responsibility
Improve knowledge and best management practices (BMPs) of grazing management strategies to enhance ecosystem management.	Producers	Educate producers and develop educational products and delivery systems regarding BMPs to enhance economic returns while minimizing environmental impact on natural resources.	<ul style="list-style-type: none"> • Number of people reached • Percent increase in knowledge on grazing management strategies • Percent adoption of BMPs and production changes related to grazing management 	AGECE ANSC ESSM SCSC CEAs RPLs
Improve knowledge on and adoption of nutrient management practices; preserve environmental quality by preventing contamination from wastes; prevent nuisance problems associated with livestock operations.	Producers	Educate producers regarding BMPs to minimize environmental impacts and conserve natural resources.	<ul style="list-style-type: none"> • Number of people reached • Percent increase in knowledge on nutrient management • Percent adoption of BMPs and production changes related to nutrient management 	ANSC BAEN POSC CEAs RPLs

Objectives	Audience(s)	Action Steps	Measures	Responsibility
<p>Improve knowledge and adoption of appropriate animal-handling techniques and applicable housing facilities.</p>	<p>Producers</p>	<p>Educate producers on proper livestock handling, housing, and husbandry practices to enhance animal well-being.</p>	<ul style="list-style-type: none"> • Number of people reached through animal-handling and housing programs • Percent increase in knowledge on animal handling and housing • Percent adoption of BMPs and production changes related to animal handling and housing 	<p>ANSC POSC CEAs RPLs</p>
<p>Improve knowledge related to diet and nutrition, breeding and reproduction, and proper animal facilities.</p>	<p>Producers</p>	<p>Educate producers regarding management strategies to optimize production inputs and to increase production efficiency and return on investment.</p>	<ul style="list-style-type: none"> • Number of people reached through diet and nutrition, breeding and reproduction, and proper animal-facilities programs • Percent increase in knowledge on diet and nutrition, breeding and reproduction, and proper animal facilities • Percent adoption of BMPs and production changes related to diet and nutrition, breeding and reproduction, and proper animal facilities 	<p>AGEC ANSC ESSM POSC SCSC CEAs RPLs</p>
<p>Enhance the responsible use of antimicrobial agents.</p>	<p>Producers</p>	<p>Educate producers in strategies to reduce the potential for infectious diseases through proper use of vaccines, biosecurity, detection and identification of common diseases, appropriate use of animal medications, and mitigation of antimicrobial resistance transmission.</p>	<ul style="list-style-type: none"> • Number of people reached through the use of antimicrobial agents programs • Percent increase in knowledge on use of antimicrobial agents • Percent adoption of best management practices and production changes related to the use of antimicrobial agents 	<p>ANSC IIAD POSC CEAs RPLs</p>

Objectives	Audience(s)	Action Steps	Measures	Responsibility
Improve knowledge regarding management practices to minimize animal losses during disaster events.	Producers	Educate producers on preparedness for, mitigation of, and recovery from natural disasters impacting livestock.	<ul style="list-style-type: none"> Number of people reached through animal losses during disaster events programs Percent increase in knowledge on animal losses during disaster events Percent adoption of BMPs and production changes related to animal losses during disasters Number of animals lost to disaster events 	<p>ANSC IIAD</p> <p>CEAs RPLs</p>

GOAL 3

Viticulture operations and producers of vegetables, fruits, nuts, and horticultural crops will enhance sustainability, improve production efficiency, and conserve natural resources through increased knowledge and the adoption of best management practices.

Objectives	Audience(s)	Action Steps	Measures	Responsibility
Improve knowledge, thereby improving producer adoption of best management practices (BMPs) and achieving positive changes in economic and environmental conditions related to viticulture and horticultural crops.	Producers	Plan and conduct applied research, demonstration, and educational activities to address local priorities.	<ul style="list-style-type: none"> Number of people reached through viticulture and horticultural programs Percent increase in knowledge on viticulture and horticultural crops Percent adoption of BMPs and production changes related to viticulture and horticultural crops 	<p>AGEC HORT</p> <p>CEAs RPLs</p>

GOAL 4 |

Operators of aquaculture and seafood enterprises will enhance the health, productivity, and sustainability of their operations and conserve natural resources through increased knowledge and the adoption of best management practices.

Objectives	Audience(s)	Action Steps	Measures	Responsibility
Improve vessel fuel efficiency through the adoption of fuel-saving technologies.	Shrimpers Vessel operators	Sea Grant and AgriLife work with shrimpers to develop and employ fuel-saving technologies to improve fisher profitability and fishery sustainability.	<ul style="list-style-type: none"> Number of people reached through vessel fuel-efficiency programs Percent increase in knowledge on vessel fuel efficiency Percent adoption of BMPs related to vessel fuel efficiency Amount of fuel savings 	AGEC TXSG CEAs RPLs
Implement the use of Turtle Excluder Devices and Bycatch Reduction Devices, both designed to make the shrimp fishery more sustainable by limiting bycatch mortality for non-targeted species (turtles and certain finfish species).	Shrimpers Vessel operators	Perform TED and BRD trainings and inspections for Texas shrimp vessels to ensure shrimpers are in compliance with fishing regulations.	<ul style="list-style-type: none"> Number of people reached through Turtle Excluder Devices and Bycatch Reduction Devices programs Percent increase in knowledge on Turtle Excluder Devices and Bycatch Reduction Devices Percent adoption of BMPs related to Turtle Excluder Devices and Bycatch Reduction Devices Number of Turtle Excluder Devices and Bycatch Reduction Devices in use 	AGEC TXSG CEAs RPLs

GOAL 5 |

The public will gain knowledge about how agricultural production practices and technologies play a role in food safety, food security, and human health.

Objectives	Audience(s)	Action Steps	Measures	Responsibility
Enhance consumer knowledge of agricultural practices using conventional and alternative production systems and the role and use of agricultural technology in food safety and security.	Clientele	Develop educational programming to include one-shot programs, program series, white papers, use of social media and online trainings, statewide trainings, and nEXT talks.	<ul style="list-style-type: none"> Number of people reached through agricultural technology and production-system programs Percent increase in knowledge on agricultural technology and production system programs 	ANSC NUTR POSC SCSC CEAs RPLs
Increase knowledge on current agricultural production systems and technology, food safety and food security, and nutrition and health.	Clientele Youth	Conduct educational programs focusing on Ag literacy/Ag Science events and 4-H projects. Also conduct youth programs related to BLT and EFNEP.	<ul style="list-style-type: none"> Number of people reached through technology, food safety and security programs related to agriculture, and food and health programs Percent increase in knowledge on agricultural technology, food safety and food security, and nutrition and health 	4-H ANSC BLT Regional BLT State EFNEP State NUTR CEAs RPLs

Imperative 2: Protecting Our Environment

GOAL 1 |

Enhance water-conservation technologies to ensure quality water resources for current and future generations in Texas.

Objectives	Audience(s)	Action Steps	Measures	Responsibility
Improve irrigation efficiency in commercial agriculture production.	Field crop producers	Conduct educational programs, result demonstrations, and other educational methods to reach target audiences.	<ul style="list-style-type: none"> Number of people reached through irrigation programs Percent increase in knowledge on irrigation efficiency Percent adoption of best management practices (BMPs) and production changes related to irrigation efficiency 	AGECE BAEN CEAs RPLs
Improve water-use efficiency in recreational, public, and residential landscapes.	Landscape professionals Homeowners	Conduct educational programs and result demonstrations. Utilize social and mass media to reach targeted audiences. Educational programs may include the Texas Water Star and/or Earth-Kind programs.	<ul style="list-style-type: none"> Number of people reached through water-use efficiency programs Percent increase in knowledge on water-use efficiency Percent adoption of BMPs related to water-use efficiency Water-use reduction measures 	BAEN HORT SCSC CEAs RPLs

Objectives	Audience(s)	Action Steps	Measures	Responsibility
<p>Improve water quality through proper application of fertilizers/pesticides on recreational, public, and residential landscapes.</p>	<p>Landscape professionals Homeowners</p>	<p>Conduct educational programs and utilize social and mass media to reach targeted audiences. Educational programs may include the Texas Water Star, Earth-Kind, or production/pest management programs.</p>	<ul style="list-style-type: none"> • Number of people reached through water quality programs • Percent increase in knowledge on water quality and the application of fertilizers/pesticides on recreational, public, and residential landscapes • Percent adoption of BMPs related to water quality and the application of fertilizers/pesticides on recreational, public, and residential landscapes • Water quality measures 	<p>AES ENTO HORT PLPM SCSC CEAs RPLs</p>
<p>Youth audiences increase knowledge and awareness of water issues and recommended water conservation and quality maintenance practices.</p>	<p>Youth</p>	<p>Conduct youth water fairs, curriculum enrichment programs, and other youth water-education programs.</p>	<ul style="list-style-type: none"> • Number of youth reached through water conservation and quality programs • Percent increase in knowledge for youth on water conservation and quality • Percent adoption of BMPs by youth related to water conservation and quality 	<p>4-H BAEN CEAs RPLs</p>
<p>Improve adoption of crop/pasture management techniques that minimize contamination of waterways.</p>	<p>Agricultural producers</p>	<p>Conduct educational programs and utilize social and mass media to reach targeted audiences.</p>	<ul style="list-style-type: none"> • Number of people reached through crop/pasture management programs • Percent increase in knowledge on crop/pasture management techniques • Percent adoption of BMPs and production changes related to crop/pasture management techniques 	<p>AES BAEN ENTO PLPM SCSC CEAs RPLs</p>

Objectives	Audience(s)	Action Steps	Measures	Responsibility
Enhance environmental stewardship and protection of streams and rivers of Texas.	Landowners in targeted watershed areas	Conduct educational programs such as Lone Star Healthy Streams and Watershed Stewards.	<ul style="list-style-type: none"> Number of people reached through environmental stewardship programs Percent increase in knowledge on environmental stewardship and protection of streams and rivers Percent adoption of BMPs and watershed changes related to environmental stewardship and protection of streams and rivers 	ESSM IRNR SCSC CEAs RPLs

GOAL 2 | Promote Integrated Pest Management (IPM) for safe and effective use of pesticides in natural, agricultural, and urban areas.

Objectives	Audience(s)	Action Steps	Measures	Responsibility
Improve adoption of recommended Integrated Pest Management (IPM) and/or best management practices (BMPs) in sustainable agriculture education that supports maintenance of water quality and availability.	Agricultural crop producers	Conduct educational programs, applied research projects, and result demonstrations; utilize social and mass media to reach targeted audiences.	<ul style="list-style-type: none"> Number of people reached in IPM/BMP programming Increase in knowledge and adoption (or anticipated adoption) of IPM/BMPs supporting sustainable agriculture Adoption of production practices that maintain crop yield and quality while improving water and environmental quality and reducing risks to human health 	AES ENTO HORT PLPM SCSC CEAs RPLs

Objectives	Audience(s)	Action Steps	Measures	Responsibility
<p>Maintain or improve water quality and environmental conditions through pesticide applicator certification for those who need to apply pesticides to crops or rangelands.</p>	<p>Landowners Agricultural producers</p>	<p>Provide private and commercial/non-commercial applicator trainings for individuals acquiring and maintaining a pesticide applicator license.</p>	<ul style="list-style-type: none"> • Number of people who receive pesticide applicator training • Increase in knowledge and adoption (or intended adoption) of pesticide application practices • Improvements in crop protection, maintenance of environmental quality, and reduced risks to human health • Sustained/increased number of applicator certification activities statewide • Tracking of applicator pass/failure rates 	<p>AES CEAs RPLs</p>
<p>Maintain or improve environmental conditions through the recertification of those who need to apply pesticides to crops or rangelands.</p>	<p>Pesticide applicators</p>	<p>Provide continuing education units (CEUs) as part of the recertification process for licensed pesticide applicators.</p>	<ul style="list-style-type: none"> • Number of people who receive pesticide recertification training • Increase in knowledge and adoption (or intended adoption) of pesticide application practices • Improvements in crop and range lands, protection and maintenance of environmental quality, and reduced risks to human health • Sustained/increased number of applicator recertification activities statewide • Tracking of applicator pass/failure rates 	<p>AES ENTO PLPM SCSC CEAs RPLs</p>
<p>Enhance engagement of schools in the School IPM program.</p>	<p>School districts and employees</p>	<p>Conduct and involve employees in Texas schools in School IPM Coordinator training throughout the state.</p>	<ul style="list-style-type: none"> • Number of IPM coordinators and pest-management personnel contacted and trained • Adoption (or intended adoption) of practices that maintain environmental quality and protect human health 	<p>AES ENTO SCSC CEAs RPLs</p>

Objectives	Audience(s)	Action Steps	Measures	Responsibility
Improve adoption of management techniques that minimize off-target losses of crop-protection chemicals to reduce crop damage, contamination of land, and contamination of surface and groundwater resources.	Agricultural producers	Conduct educational programs targeting crop-protection chemical users; educate them to adopt drift-minimization strategies.	<ul style="list-style-type: none"> Number of people reached through crop-protection programs Percent increase in knowledge on crop-protection techniques Percent adoption of BMPs and production changes related to crop-protection techniques 	AES BAEN ENTO HORT SCSC CEAs RPLs

GOAL 3 | Promote management strategies that will enhance environmental stewardship and the sustainable use of agricultural lands.

Objectives	Audience(s)	Action Steps	Measures	Responsibility
Improve the health of rangelands, pasturelands, and watershed areas in Texas.	Landowners Agricultural producers	Conduct educational programs, applied research projects, result demonstrations, and other outreach activities.	<ul style="list-style-type: none"> Number of people reached through rangeland and watershed programs Percent increase in knowledge on health of rangelands, pasturelands, and watersheds Percent adoption of best management practices (BMPs) and production changes related to health of rangelands, pasturelands, and watersheds 	ESSM CEAs RPLs
Control invasive plant species in rangelands and watersheds.	Landowners Agricultural producers	Conduct educational programs, applied research projects, result demonstrations, and other outreach activities.	<ul style="list-style-type: none"> Number of people reached through invasive plant species programs Percent increase in knowledge on control of invasive plant species Percent adoption of BMPs and production changes related to control of invasive plant species 	ESSM CEAs RPLs

Objectives	Audience(s)	Action Steps	Measures	Responsibility
Mitigate impacts of wildfire.	Landowners Agricultural producers	Conduct educational programs and other outreach activities.	<ul style="list-style-type: none"> • Number of people reached through wildfire education programs • Percent increase in knowledge on mitigation of wildfire impacts • Percent adoption of BMPs and production changes related to mitigation of wildfire impacts 	ESSM CEAs RPLs
Reduce livestock overgrazing through the adoption of BMPs.	Livestock producers	Conduct educational programs and result demonstrations and utilize mass media to reach targeted audience.	<ul style="list-style-type: none"> • Number of people reached through livestock grazing programs • Percent increase in knowledge on livestock grazing • Percent adoption of BMPs and production changes related to livestock grazing 	ESSM CEAs RPLs
Minimize soil erosion/ soil quality and degradation of farmland and other agricultural lands.	Crop producers	Conduct educational programs and result demonstrations and utilize mass media to reach targeted audience.	<ul style="list-style-type: none"> • Number of people reached through soil erosion programs • Percent increase in knowledge on soil erosion • Percent adoption of BMPs and production changes related to soil erosion 	BAEN SCSC CEAs RPLs

GOAL 4 |

Implement educational strategies related to urbanization and land-use changes in Texas.

Objectives	Audience(s)	Action Steps	Measures	Responsibility
Enhance environmental stewardship and protection of wildlife in Texas.	Landowners	Develop and implement educational programs to address the wildlife issues in urban and/or rural areas in Texas.	<ul style="list-style-type: none"> Number of people reached through wildlife programs Percent increase in knowledge on stewardship and protection of wildlife Percent adoption of BMPs and production changes related to stewardship and protection of wildlife 	IRNR WFSC CEAs RPLs
Reduce invasive species impacts related to environmental stewardship.	Landowners	Develop or update resources and educational programs that address invasive species impacts related to environmental stewardship.	<ul style="list-style-type: none"> Number of people reached through invasive species programs Percent increase in knowledge on invasive species Percent adoption of BMPs and production changes related to invasive species 	AES ENTO ESSM IRNR PLPM SCSC WFSC CEAs RPLs

Objectives	Audience(s)	Action Steps	Measures	Responsibility
<p>Maintain or improve the health of agricultural lands used for wildlife habitat and/or recreation.</p>	<p>Landowners</p>	<p>Conduct landowner programs and other outreach efforts to address the issues related to the health of agricultural lands used for wildlife habitat and/or recreation.</p>	<ul style="list-style-type: none"> • Number of people reached through land use for wildlife habitat and recreation programs • Percent increase in knowledge on land use for wildlife habitat and recreation • Percent adoption of BMPs and production changes related to land use for wildlife habitat and recreation 	<p>ESSM IRNR WFSC</p> <p>CEAs RPLs</p>
<p>Provide opportunities in agro-tourism and nature tourism.</p>	<p>Landowners</p>	<p>Landowners explore opportunities in agro-tourism and nature tourism.</p>	<ul style="list-style-type: none"> • Number of people reached through agro-tourism and nature tourism programs • Percent increase in knowledge on agro-tourism and nature tourism • Percent adoption of BMPs for agro-tourism and nature tourism 	<p>RPTS</p> <p>CEAs RPLs</p>

GOAL 5 | Increase access to environmental education in urban areas.

Objectives	Audience(s)	Action Steps	Measures	Responsibility
Establish and maintain collaborations with cities and municipal utility districts related to environmental stewardship education in schools.	Cities Municipal districts	Implement educational efforts to establish collaboration between cities and municipal utility districts to provide educational programming resources for schools.	<ul style="list-style-type: none"> Number of collaborations and partners in environmental stewardship programs with schools Number of programs in environmental education in schools supported by these efforts 	AES HORT SCSC CEAs RPLs
Improve environmental stewardship related to landscapes.	Homeowners	Implement the Earth-Kind Landscape Program. Conduct educational programs and utilize social and mass media to reach targeted audiences.	<ul style="list-style-type: none"> Number of homeowners participating in the Earth-Kind Landscape Program Increase in knowledge on Earth-Kind practices Adoption (or intended adoption) of Earth-Kind practices Impact of adoption of Earth-Kind practices 	HORT SCSC CEAs RPLs
Improve access to and awareness of environmental education in urban areas.	Homeowners	Mobilize master volunteers (Gardeners and Naturalists) to provide educational programs.	<ul style="list-style-type: none"> Number of homeowners educated through the use of master volunteers Improved knowledge on practices to improve environmental protection and stewardship Adoption (or intended adoption) of practices to improve environmental protection and stewardship 	AES HORT WFSC CEAs RPLs

Objectives	Audience(s)	Action Steps	Measures	Responsibility
<p>Improve environmental stewardship related to plant protection and irrigation.</p>	<p>Landscape professionals</p>	<p>Through the Texas Water Star Program and other educational programming, provide educational opportunities targeted to landscape professionals related to proper use of plant protection chemicals and supplemental irrigation.</p>	<ul style="list-style-type: none"> • Number of landscape professionals contacted and trained in proper use of plant protection chemicals and supplemental irrigation • Improved knowledge on environmental education and on human health and proper management of landscapes • Adoption of practices related to environmental education and to human health and proper management of landscapes 	<p>AES ENTO HORT PLPM</p> <p>CEAs RPLs</p>
<p>Enhance environmental stewardship and protection of water resources used in home irrigation.</p>	<p>Homeowners</p>	<p>Implement Water My Yard Program; conduct educational programs and utilize social and mass media to reach targeted audiences.</p>	<ul style="list-style-type: none"> • Number of homeowners contacted using the Water My Yard Program • Improved knowledge on water conservation, environmental stewardship, and best management practices for plant health care • Adoption of water conservation, environmental stewardship, and BMPs for plant health care • Documenting water-use information 	<p>BAEN HORT SCSC</p> <p>CEAs RPLs</p>
<p>Enhance environmental stewardship and protection of water resources used in home gardening.</p>	<p>Homeowners</p>	<p>Implement programs to educate homeowners about Texas Superstar Plants adapted to the Texas climate.</p>	<ul style="list-style-type: none"> • Number of homeowners contacted and educated using the Texas Superstar Plants Program • Improved knowledge on Texas Superstar Plants for Texas gardens • Adoption (or intended adoption) of Texas Superstar Plants for Texas gardens 	<p>HORT</p> <p>CEAs RPLs</p>

Imperative 3: Growing Our Economy

GOAL 1 | Provide farmers, ranchers, landowners, and other businesses with educational programs, analysis, decision support tools, and information to increase knowledge, grow businesses, adapt to changing markets and technologies, manage risk, and increase economic profitability and efficiency in a sustainable manner.

Objectives	Audience(s)	Action Steps	Measures	Responsibility
Improve economic profitability and efficiency of agriculture and other business clientele by increasing awareness of changing markets, technology, risk management, and policy issues and opportunities.	Producers Clientele	Conduct educational awareness programs to improve knowledge levels and adoption of practices in areas related to improved management, economic profitability, efficiency, and sustainability.	<ul style="list-style-type: none"> Number of individuals reached through agribusiness programs Improved knowledge of agribusiness profitability Adoption of practices related to agribusiness profitability Potential/actual economic impacts 	AGEC CRED CEAs RPLs
Improve knowledge and adoption of best management practices (BMPs) to manage cost and risk and to sustainably increase profitability and efficiency.	Producers	<p>Conduct quality, in-depth programs that increase knowledge levels, improve practices, and generate economic benefits to agriculture and other business clientele.</p> <p>Provide analysis and educational resource materials for agriculture and other business clientele to make better-informed management choices to sustainably enhance economic profitability and efficiency.</p>	<ul style="list-style-type: none"> Number of individuals reached through agribusiness programs Improved knowledge on agribusiness profitability Adoption of practices related to agribusiness profitability Potential/actual economic impacts Number of products developed, number of products distributed, economic benefits of adoption 	AGEC CRED CEAs RPLs

GOAL 2 |

Provide Texas communities, community leaders, and businesses with education, analysis, and support to enhance regional, community, and business resource and economic development opportunities.

Objectives	Audience(s)	Action Steps	Measures	Responsibility
Increase awareness of regional, community, and business resource and economic development opportunities.	Business owners Community leaders Clientele	Conduct educational awareness programs to improve knowledge levels and adoption of practices in areas related to regional, community, and business resource and economic development opportunities.	<ul style="list-style-type: none"> Number of individuals reached through business resource and economic development programs Improved knowledge on business resource and economic development Adoption of practices related to business resource and economic development Potential/actual economic impacts 	AGECE CREDE RPTS TXSG CEAs RPLs
Improve knowledge and adoption of best practices to support and enhance regional, community, and business resource and economic development opportunities.	Business owners Community leaders Clientele	Conduct quality, in-depth programs that increase knowledge levels, improve practices, and generate economic benefits to communities and business clientele. Provide technical assistance, analysis, and educational resource materials for communities, leaders, and business clientele to make better-informed choices to enhance regional, community, and business resource and economic development opportunities.	<ul style="list-style-type: none"> Number of individuals reached through business resource and economic development programs Improved knowledge on business resource and economic development Adoption of practices related to business resource and economic development Potential/actual economic impacts Number of products developed, number of products distributed, economic benefits of adoption 	AGECE CREDE RPTS TXSG CEAs RPLs

GOAL 3 |

Provide Texas residents with education and training opportunities such as workforce development, job certification training, personal finance, leadership development, disaster preparedness and recovery, and other skills to grow and enhance opportunities for job retention, growth, and improved economic situations.

Objectives	Audience(s)	Action Steps	Measures	Responsibility
Increase awareness of workforce development, job certification (CEU) training, personal finance, leadership development, disaster preparedness and recovery, and other skills to grow and enhance opportunities for job retention, growth, and improved economic situations.	Business owners Community leaders Clientele	Conduct educational awareness programs to improve knowledge levels and adoption of practices in areas related to skills to grow and enhance opportunities for employment, job growth/retention, and improved economic situations.	<ul style="list-style-type: none"> • Number of individuals reached through job growth and retention programs • Improved knowledge on job growth and retention • Adoption of practices related to job growth and retention • Potential/actual economic impacts 	AES CRED FCH RPTS TALL VGYI CEAs RPLs
Improve knowledge and adoption of best practices and obtain CEUs to support and enhance opportunities for job retention, growth, leadership, and improved economic situations.	Business owners Community leaders Clientele	Conduct quality in-depth programs that increase knowledge; improve job, personal, and leadership skills and opportunities; and generate economic benefits.	<ul style="list-style-type: none"> • Number of individuals reached through job growth and retention programs • Improved knowledge on job growth and retention • Adoption of practices related to job growth and retention • Potential/actual economic impacts 	AES CRED FCH RPTS TALL TXSG VGYI CEAs RPLs

Objectives	Audience(s)	Action Steps	Measures	Responsibility
<p>Develop and sustain partnerships that will create programmatic opportunities in career readiness, communication and analytical skills, interpersonal abilities and the specific skills needed to succeed in the workforce.</p>	<p>Business owners Community leaders Clientele</p>	<p>Collaborate to design educational programs that are timely and targeted to the unemployed or underemployed population.</p>	<ul style="list-style-type: none"> • Number of individuals reached through career readiness • Improved knowledge on career readiness • Adoption of practices related to career readiness • Potential/actual economic impacts 	<p>FCH CEAs RPLs</p>
<p>Promote access to affordable housing.</p>	<p>Community leaders Clientele</p>	<p>Improve the climate of communities, and seek resources to provide affordable housing for those in need.</p>	<ul style="list-style-type: none"> • Number of individuals reached through affordable housing programs • Improved knowledge on affordable housing • Adoption of practices related to affordable housing • Potential/actual economic impacts 	<p>FCH CEAs RPLs</p>

GOAL 4 |

Provide farmers, ranchers, landowners, other businesses, and communities with education, analysis, and support to develop, expand, or improve opportunities in recreation, tourism, event management, and the sustainable management of the natural resource base to enhance economic opportunities.

Objectives	Audience(s)	Action Steps	Measures	Responsibility
<p>Increase awareness of opportunities in recreation, tourism, event management, and the sustainable management of the natural resource base to enhance community development and economic opportunities.</p>	<p>Business owners Community leaders Landowners Clientele</p>	<p>Conduct educational awareness programs to improve knowledge levels and adoption of practices in areas related to recreation, tourism, event management, and the sustainable management of the natural resource base to enhance community development and economic opportunities.</p>	<ul style="list-style-type: none"> • Number of individuals reached through programs in recreation, tourism, event management, and the sustainable management of natural resource base • Improved knowledge on recreation, tourism, event management, and the sustainable management of the natural resource base • Adoption of practices related to recreation, tourism, event management, and the sustainable management of the natural resource base • Potential/actual economic impacts 	<p>CRED RPTS TXSG CEAs RPLs</p>

Objectives	Audience(s)	Action Steps	Measures	Responsibility
<p>Improve knowledge and adoption of best practices to support and enhance opportunities in recreation, tourism, event management, and the sustainable management of the natural resource base to enhance community development and economic opportunities.</p>	<p>Business owners</p> <p>Community leaders</p> <p>Landowners</p> <p>Clientele</p>	<p>Conduct quality in-depth programs that increase knowledge and improve practices and opportunities in recreation, tourism, event management, and the sustainable management of the natural resource base to enhance community development and economic opportunities.</p> <p>Provide technical assistance, analysis, and educational resource materials for communities, leaders, businesses, and consumers to enhance recreation, tourism, event management, and the sustainable management of the natural resource base to enhance community development and economic opportunities.</p>	<ul style="list-style-type: none"> • Number of individuals reached through programs in recreation, tourism, event management, and the sustainable management of the natural resource base • Improved knowledge on recreation, tourism, event management, and the sustainable management of the natural resource base • Adoption of practices related to recreation, tourism, event management, and the sustainable management of the natural resource base • Potential/actual economic impacts • Number of products developed, number of products distributed, economic or other benefit of adoption 	<p>CRED</p> <p>RPTS</p> <p>TXSG</p> <p>CEAs</p> <p>RPLs</p>

GOAL 5 |

Provide education and training opportunities to enhance the security and safety of the food system.

Objectives	Audience(s)	Action Steps	Measures	Responsibility
Increase knowledge in the area of proper food handling, foodborne-illness prevention, and personal hygiene practices used to reduce the incidence of foodborne illnesses.	Business owners Food workers	Implement community-based programs for youth and adults in the area of food safety. Conduct certification in food handlers and food protection management.	<ul style="list-style-type: none"> Number of individuals reached through food protection management programs Improved knowledge on food protection management Adoption of practices related to food protection management Potential/actual economic impacts Number of Food Handlers and Food Protection Managers certified 	FCH NUTR CEAs RPLs
Increase knowledge of food safety and best management practices for agricultural producers, marketers, processors, and retailers.	Business owners Food workers Producers	Conduct educational awareness programs to improve knowledge levels and adoption of practices in areas related to food safety and best management practices.	<ul style="list-style-type: none"> Number of individuals reached through food protection management programs Improved knowledge on food protection management Adoption of practices related to food protection management Potential/actual economic impacts 	AGEC FCH HORT NUTR CEAs RPLs

Objectives	Audience(s)	Action Steps	Measures	Responsibility
<p>Develop and sustain partnerships that will create programmatic opportunities in food safety and food security.</p>	<p>Business owners</p> <p>Food workers</p> <p>Producers</p>	<p>Implement community-based programs for youth and adults in the area of community gardening and access to a safe food supply.</p> <p>Improve the climate of communities and seek resources to provide a safe and secure food source for those in need.</p> <p>Develop educational resources for food-insecure families.</p> <p>Promote access to food distribution centers.</p>	<ul style="list-style-type: none"> • Number of individuals reached through food protection management programs • Improved knowledge on food protection management • Adoption of practices related to food protection management • Potential/actual economic impacts 	<p>FCH</p> <p>NUTR</p> <p>CEAs</p> <p>RPLs</p>

Imperative 4: Improving Our Health

GOAL 1 |

Inform, educate, and empower people to reduce the risk of injury and chronic disease.

Objectives	Audience(s)	Action Steps	Measures	Responsibility
Improve the adoption of current dietary guidelines.	Clientele	Conduct AgriLife nutrition programs such as Dinner Tonight, BLT, and EFNEP.	<ul style="list-style-type: none"> Number of individuals reached through nutrition programs Improved knowledge on dietary guidelines Adoption of behaviors related to dietary guidelines Potential/actual economic impacts 	FCH NUTR CEAs RPLs
Improve food resource management behaviors to reduce the risk of foodborne illness and increase food security.	Clientele Food workers	Utilize BLT, EFNEP, and related food resource management programs.	<ul style="list-style-type: none"> Number of individuals reached through programs on foodborne illness and food security Improved knowledge on foodborne illness and food security Adoption of behaviors related to foodborne illness and food security Potential/actual economic impacts 	FCH NUTR CEAs RPLs
Improve physical activity among adults and youth.	Clientele	Implement physical activity programs such as Walk Across Texas.	<ul style="list-style-type: none"> Number of adults and youth reporting an increase in physical activity. 	FCH NUTR CEAs RPLs

Objectives	Audience(s)	Action Steps	Measures	Responsibility
<p>Improve employee health through worksite wellness programs.</p>	<p>Participating employers</p>	<p>Implement and establish worksite wellness programs utilizing AgriLife resources.</p>	<ul style="list-style-type: none"> • Number of individuals reached through worksite wellness programs • Improved knowledge on worksite wellness • Adoption of behaviors related to worksite wellness • Potential/actual economic impacts 	<p>FCH CEAs RPLs</p>
<p>Improve child care providers' knowledge and adoption of best practices in health and safety in home- and center-based child care settings.</p>	<p>Child care providers</p>	<p>Develop and/or offer online and face-to-face trainings to child care professionals on relevant health and safety topics.</p>	<ul style="list-style-type: none"> • Number of individuals reached through child care programs • Improved knowledge on child care • Adoption of behaviors related to child care • Potential/actual economic impacts 	<p>FCH CEAs RPLs</p>
<p>Leverage Extension outreach and education through trained volunteers.</p>	<p>Master Wellness Volunteers</p>	<p>Recruit, train, and engage Master Wellness Volunteers.</p>	<ul style="list-style-type: none"> • Number of counties implementing the Master Wellness Volunteer program • Increase in the availability of training opportunities online • Development of core curriculum with "electives" allowing trainees to specialize in various aspects of health: finance, parenting, etc. 	<p>FCH NUTR CEAs RPLs</p>
<p>Increase parent/ caregiver knowledge of best practices for transporting children in car seats.</p>	<p>Parents and caregivers</p>	<p>Conduct National Child Passenger Safety Technician Trainings statewide. Conduct car seat checkup events statewide. Provide car seat fitting stations statewide.</p>	<ul style="list-style-type: none"> • Number of child passenger safety technicians trained. • Number of children who leave checkup event restrained correctly according to best practices for car seat use. 	<p>FCH CEAs RPLs</p>

GOAL 2 |

Improve food-safety knowledge and practices, from producers to consumers.

Objectives	Audience(s)	Action Steps	Measures	Responsibility
Increase knowledge of the importance of Good Agricultural Practices (GAP) Training across Texas to small farm operators.	Agricultural producers	Promote face-to-face and online GAP training. Develop and utilize Farmers Market Tool Kit to include food safety.	<ul style="list-style-type: none"> Number of small farm operators completing GAP training Number of training opportunities for small farm operators Improved knowledge on GAP Adoption of behaviors related to GAP Potential/actual economic impacts 	NUTR SCSC CEAs RPLs
Identify and enhance communication with small farmers through the use of social media and email.	Agricultural producers	Train small farmers on how social media can enhance marketing their operations. Develop a strategy for utilizing social media, targeting small farmers.	<ul style="list-style-type: none"> Number of small farmers trained to use social media Number of followers on social media 	SCSC CEAs RPLs
Improve food safety knowledge and practices among food handlers.	Food handlers	Implement food handlers' program.	<ul style="list-style-type: none"> Number of individuals reached through food safety programs Improved knowledge on food safety Adoption of behaviors related to food safety Potential/actual economic impacts 	NUTR CEAs RPLs
Improve safe food handling in the home.	Clientele	Utilize principles of Fight Bac! Home Food Preservation.	<ul style="list-style-type: none"> Number of individuals reached through safe-food-handling programs Improved knowledge on safe food handling Adoption of behaviors related to safe food handling Potential/actual economic impacts 	NUTR CEAs RPLs

GOAL 3 | Improve consumer understanding of agricultural production and food systems, with emphasis on the relationships between agriculture, food, and health.

Objectives	Audience(s)	Action Steps	Measures	Responsibility
Increase knowledge and resources available to educate Texans on food, health, and agriculture.	Clientele	Identify and educate new audiences.	<ul style="list-style-type: none"> Number of individuals reached through food, health, and agriculture programs Improved knowledge on food, health, and agriculture Adoption of behaviors related to food, health, and agriculture Potential/actual economic impacts 	ANSC FCH NUTR SCSC CEAs RPLs

GOAL 4 | Enhance stakeholder knowledge and adoption of best management practices involving water quality and public health.

Objectives	Audience(s)	Action Steps	Measures	Responsibility
Enhance the knowledge of water well owners in Texas through water quality testing.	Water well owners	Promote water well screening with water well owners.	<ul style="list-style-type: none"> Number of water tests conducted Number of programs implemented Number of individuals reached through well owner programs Improved knowledge on well ownership Adoption of behaviors related to well ownership Potential/actual economic impacts 	BAEN SCSC CEAs RPLs

Objectives	Audience(s)	Action Steps	Measures	Responsibility
<p>Enhance the knowledge and practices of septic system owners in Texas through education on septic system maintenance and installation.</p>	<p>Septic system owners Wastewater treatment professionals</p>	<p>Develop strategies for increasing septic system owner knowledge by training county environmental officers and septic system owners on Extension resources. Provide continuing education opportunities for On-Site Wastewater Treatment professionals.</p>	<ul style="list-style-type: none"> • Number of programs implemented • Number of individuals reached through septic system management programs • Improved knowledge on septic system management • Adoption of behaviors related to septic system management • Potential/actual economic impacts 	<p>BAEN CEAs RPLs</p>
<p>Improve knowledge and practices of pesticide applicators to protect water quality in rural and urban areas.</p>	<p>Pesticide applicators</p>	<p>Conduct pesticide applicator training and recertification.</p>	<ul style="list-style-type: none"> • Number of participants completing training and/or receiving CEUs from pesticide programs • Improved knowledge on pesticide application • Adoption of behaviors related to pesticide application • Potential/actual economic impact 	<p>AES CEAs RPLs</p>
<p>Enhance the knowledge and practices of landscape professionals about turfgrass variety selection, fertilization, and pesticide application to protect water quality.</p>	<p>Landscape professionals</p>	<p>Conduct county educational programs targeted at landscape professionals, such as Pros in Parks. Establish result demonstrations.</p>	<ul style="list-style-type: none"> • Number of participants completing training and/or receiving CEUs from pesticide programs • Improved knowledge on pesticide application • Adoption of behaviors related to pesticide application • Potential/actual economic impacts 	<p>AES SCSC CEAs RPLs</p>

Objectives	Audience(s)	Action Steps	Measures	Responsibility
Enhance the knowledge of livestock producers to protect and enhance water quality for their livestock.	Livestock producers	Conduct county educational programs and promote/distribute publications targeted at livestock water quality.	<ul style="list-style-type: none"> Number of individuals reached through livestock and water programs Improved knowledge on livestock and water management Adoption of behaviors related to livestock and water management Potential/actual economic impacts 	ANSC CEAs RPLs

GOAL 5 | Promote the well-being of children and families by building healthy relationships between parents/caregivers and children and within families.

Objectives	Audience(s)	Action Steps	Measures	Responsibility
Improve the parenting practices of adults with young children.	Parents and caregivers	Deliver parenting education programs (e.g., Parenting Connections, Strengthening Families) that focus on building parenting skills.	<ul style="list-style-type: none"> Number of individuals reached through parenting programs Improved knowledge on parenting Adoption of successful behaviors related to parenting Potential/actual economic impacts Improved child behavior 	FCH CEAs RPLs
Improve child care providers' knowledge and skills related to best practices in caring for young children.	Child care providers	Deliver online and face-to-face trainings related to best practices in early childhood education.	<ul style="list-style-type: none"> Number of individuals reached through child care provider programs Improved knowledge on child care Adoption of successful behaviors related to child care Potential/actual economic impacts 	FCH CEAs RPLs

Imperative 5: Enriching Our Youth

GOAL 1 | Improve the overall health and well-being of youth.

Objectives	Audience(s)	Action Steps	Measures	Responsibility
Enhance the quality of life for youth.	Youth	Implement novel and innovative programs to contribute to the health and well-being of youth.	<ul style="list-style-type: none"> Number of youth in 4-H clubs participating in health programming Positive change in behavior regarding healthy living 	4-H FCH HORT NUTR CEAs RPLs
Improve visibility of health and wellness programs in communities and schools.	Youth	Engage youth in learning experiences focused on nutrition and healthy living. Facilitate health and wellness events that promote physical activity and adequate nutrition.	<ul style="list-style-type: none"> Increase in total youth reached through healthy living programs Increased knowledge regarding healthy living topics 	4-H FCH HORT NUTR CEAs RPLs
Encourage positive changes in health and wellness behavior.	Youth	Provide opportunities for youth to learn about and take action to address social and community health issues.	<ul style="list-style-type: none"> Increase in adoption of positive health and wellness behaviors 	4-H FCH HORT NUTR CEAs RPLs

GOAL 2 | Advance youth education in science, technology, engineering, and mathematics (STEM).

Objectives	Audience(s)	Action Steps	Measures	Responsibility
Provide hands-on STEM-based experiences.	Youth and schools	Facilitate advanced learning experiences that foster acquisition of STEM knowledge and skills.	<ul style="list-style-type: none"> Number of youth reached through STEM programs Increase in knowledge regarding STEM topics Positive change in behavior regarding STEM topics 	4-H BAEN IIAD CEAs RPLs
Increase the visibility of STEM programs in communities and schools.	Youth and schools	Connect youth with community organizations to provide opportunities for cooperative learning.	<ul style="list-style-type: none"> Number of youth in 4-H clubs participating in health programming 	4-H BAEN CEAs RPLs

GOAL 3 | Build workforce capacity in youth.

Objectives	Audience(s)	Action Steps	Measures	Responsibility
Develop and sustain partnerships that give youth the opportunity to expand career readiness.	Youth	Provide youth with educational programs that teach them about specific careers and give them the opportunity to interact with professionals. Provide opportunities for youth to explore fields of interest, related degree programs and requirements, and career opportunities.	<ul style="list-style-type: none"> Number of youth reached through specific career development programming efforts Number of youth in 4-H clubs participating in career-development programming efforts 	4-H FCH IIAD CEAs RPLs
Improve specific skills needed to succeed in the workforce.	Youth	Facilitate real-life training internships/ apprenticeships for workforce capacity building.	<ul style="list-style-type: none"> Increased knowledge in career development programs Positive change in behavior regarding career development 	FCH IIAD CEAs RPLs

GOAL 4 | Empower young people to be positive and engaged members of their community.

Objectives	Audience(s)	Action Steps	Measures	Responsibility
Foster the development of leadership and life skills among youth.	Youth	<p>Provide youth with opportunities to learn leadership skills and to serve in leadership positions.</p> <p>Equip youth with training and skill development opportunities in order to provide leadership to educational efforts.</p>	<ul style="list-style-type: none"> Number of youth reached through specific youth leadership programs Number of youth in 4-H Clubs participating in specific youth leadership programs 	<p>4-H</p> <p>CEAs RPLs</p>
Create an atmosphere of service and engagement.	Youth	<p>Provide youth with opportunities to learn the value of civic engagement through service learning.</p> <p>Collaborate with community-based organizations to instill leadership, build character, teach responsibility, and provide hands-on learning for youth.</p>	<ul style="list-style-type: none"> Increased knowledge regarding leadership Positive change in behavior regarding leadership 	<p>4-H</p> <p>CEAs RPLs</p>

GOAL 5 | Equip and empower youth to understand global food production, help feed the world, and be environmentally conscious.

Objectives	Audience(s)	Action Steps	Measures	Responsibility
Improve knowledge and life skills in agriculture and natural resources.	Youth	<p>Assess and improve youth knowledge of sustainable and environmentally sound agricultural practices.</p> <p>Engage youth in natural resource education programs and opportunities.</p>	<ul style="list-style-type: none"> Number of youth reached through specific youth livestock and agriculture programs Number of youth in 4-H clubs participating in specific youth livestock and agriculture programs 	<p>4-H ANSC ESSM SCSC</p> <p>CEAs RPLs</p>
Develop novel programs and systems that foster global impact.	Youth	<p>Expose youth to technologies used in agriculture and natural resources.</p>	<ul style="list-style-type: none"> Increased knowledge regarding livestock and agriculture programs Positive change in behavior regarding livestock and agriculture programs 	<p>4-H ANSC ESSM SCSC</p> <p>CEAs RPLs</p>

Legend

4-H – 4-H Youth Development
AGEC – Department of Agricultural Economics
ANSC – Department of Animal Science
AES – Agricultural and Environmental Safety
BAEN – Department of Biological and Agricultural Engineering
BLT – Better Living for Texans
CEAs – County Extension Agents
CRED – Community Resource and Economic Development
EFNEP – Expanded Food and Nutrition Education Program
ENTO – Department of Entomology
ESSM – Department of Ecosystem Science and Management
FCH – Family and Community Health
HORT – Department of Horticultural Sciences

IIAD – Institute for Infectious Animal Diseases
IRNR – Institute of Renewable Natural Resources
NUTR – Department of Nutrition and Food Science
PLPM – Department of Plant Pathology and Microbiology
POSC – Department of Poultry Science
RPLs – Regional Program Leaders
RPTS – Department of Recreation, Park and Tourism Sciences
SCSC – Department of Soil and Crop Sciences
TALL – Texas Agricultural Lifetime Leadership
TXSG – Texas Sea Grant
VGVI – V.G. Young Institute of County Government
WFSC – Department of Wildlife and Fisheries Sciences

About the Texas A&M AgriLife Extension Service

Extending Knowledge. Providing Solutions.

The Texas A&M AgriLife Extension Service strives to help all Texans learn and prosper from practical, research-based knowledge. With a statewide network that includes 251 county offices, Extension educators and their more than 96,000 volunteers serve all 254 Texas counties, making some 25 million teaching contacts a year. Major outreach efforts include improving water quality and conservation, human health, and food systems. Our Texas 4-H Youth Development Program engages nearly 600,000 youth annually. Extension education provides a unique force for the betterment of Texas. Learn more at AgriLifeExtension.tamu.edu or follow us on Twitter at [@txextension](https://twitter.com/txextension).



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