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IDENTIFIERS *Southern Rural Development Center

ABSTRACT

Included in this second annual report on the Southern Rural Development Center's (SRDC) 1974-75 plan of work are data re: orientation visits; regional workshops; technical consultants; liaison with regional agencies and organizations; information dissemination; annual evaluation; functional networks in the areas of land use issues, citizen participation in rural development, evaluation of research literature, small farms' operations, industrialization of rural areas, health care and rural development, educational needs projection and rural development, synthesis of research results relevant to the impact of governmental transfer payments of human resource development, and community services. Among the SRDC accomplishments cited in this report are: SRDC orientations conducted at both the 1892 and 1890 land-grant institutions in Arkansas, Georgia, Kentucky, Louisiana, Oklahoma, Texas, and Virginia (14 visits in all); workshops bridging the gap in communication between research and extension conducted in land use, youth aspirations, and housing; key rural development personnel hosted by SRDC to serve as technical consultants to different rural development interests; 11 SRDC publications either printed, being revised, or in the process of being printed; 9 functional networks being formed to give particular attention to an area or subarea of rural development. (JC)

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SOUTHERN RURAL DEVELOPMENT CENTER

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FOREWORD

This progress report takes a look at the activities planned, undertaken and completed by the Southern Rural Development Center for the period of January 1, 1975 to December 31, 1975.

The Center is relatively just in its infancy, having begun operation early in 1974. During that first year of operation, SRDC largely occupied itself with identifying, describing and categorizing priority needs. The second year, the year covered by this report, the Center saw the fruit of its first-year efforts come to reality through orientation visits, regional workshops, technical consultants, liaison efforts, publications and functional networks. Each project undertaken has been based on appropriate objectives determined from priority rural development needs.

William W. Linder

William W. Linder, Director

SRDC Series Publication No. 10
April 1976

ANNUAL PROGRESS REPORT 1975

S O U T H E R N R U R A L D E V E L O P M E N T C E N T E R

A Report to the
Board of Directors
State Experiment Stations
State Extension Services
U. S. Department of Agriculture

Alabama
Arkansas
Florida
Georgia
Kentucky
Louisiana
Mississippi
North Carolina
Oklahoma
Puerto Rico
South Carolina
Tennessee
Texas
Virginia

W. M. BOST, CHAIRMAN
Board of Directors

WILLIAM W. LINDER
Director

WILLIAM C. BOYKIN
Associate Director

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REVIEW OF PLAN OF WORK FOR 1974-1975

The work of the Southern Rural Development Center began early in 1974, therefore as in any new undertaking of this nature the first concerns were to set up an operational organization through which academic endeavor and field application could funnel and/or take place. Funding for the work of the Center organization has been made available through Title V of this Rural Development Act of 1972, Public Law 89-106 (Cooperative States Research Service) and the National Agricultural Library. Vital support is also received from Alcorn State University and Mississippi State University as the cosponsors of the Regional Center.

Educators and researchers all across the South have long been involved in rural development. Consequently recording what had taken place and establishing what needed to be done became the second priority of the Center. Towards this end SRDC has compiled lists and summaries of personnel, projects and publications concerning rural development in the region. These are discussed individually in the summary.

The third concern of the SRDC was to establish regional cooperation to synthesize research knowledge in pressing rural development areas. The funding and operation of this effort is taking place under an emphasis called "Functional Networks." It is through these networks that teams of researchers and educators in the rural development profession are currently concentrating on nine crucial problems. These are discussed in a separate section of this report.

Orientation Visits

In order to help build the base of the organization of the Center, orientation visits are made to the campuses of the 27 land-grant institutions

In the southern region. These visits have two purposes. First, they acquaint members of the Research and Extension Staffs of the institutions with the work of the Center and get input, through dialogue, into the present activities and future plans of the Center. Second, the Center, in turn, can know more about the institutions and their work in rural development.

During 1975, seven states were visited. Orientation was conducted at both the 1502 and 1890 institutions in each state visited, giving a total of 14 institutions receiving an orientation visit. The states visited were: Arkansas, Georgia, Kentucky, Louisiana, Oklahoma, Texas, and Virginia. Orientation visits were implemented through the Title V Coordinator of each state. The actual orientation sessions were purposely kept informal and lasted an average of 4 hours, with a slide presentation used to introduce the work of the Center. Open discussion on the total work of the Center followed, including such items as inventory of research knowledge, Extension educational programs, identification of rural development personnel, and functional networks. The host universities shared Title V efforts in rural development.

Regional Workshops

Title V of the Rural Development Act authorizes increased Extension-Research communication, dialogue, and joint programming. The SRDC has brought experts across state lines and from various disciplines to focus on problems common to the region.

For example, regional groups have long been interested in issues of land use. In August of 1975 the SRDC convened a meeting of representatives from the Southern Land Economics Research Committee, the Southern Extension

liaison With Federal Agencies and Organizations

Efforts to utilize the work and experience of all agencies and organizations involved in rural development projects is constantly being explored. Contacts during this past year included the Southern Regional Education Board, Southern Growth Policies Board, Tennessee Valley Authority, Task Force on Southern Rural Development, contacts with non-land grant colleges and regional-federal agencies. Copies of the "Future of the South", a summary by the Commission on the Future of the South report to the Southern Growth Policies Board was distributed. A housing workshop was co-sponsored with Tennessee Valley Authority.

Information Dissemination

SRDC has made substantial progress toward amassing, publishing and disseminating information gathered in rural development throughout the South. The Center has published or revised over the past year a number of publications of interest to a varied audience. The Center makes these available free upon request. Some of these are to be updated in 1976 (marked with asterisk).

Rural Development Research

Judging from use and feedback, one of the most valuable information pieces the Center has produced in the past year is Rural Development Research at Land-Grant Institutions in the South, printed in 1974, and again in 1975. It includes brief summaries of rural development research projects in the region and researchers' affiliations and addresses. Researchers whose projects appeared in the first edition have been contacted for further information (updates, printed reports, etc.) and other projects in which they are involved.

The CSRS office has been contacted for an up-to-the-minute run of computerized CRIS reports of new ongoing research for inclusion in the publication. Other leads are being pursued. The second edition should be quite a bit larger than the first and more inclusive. It will be circulated to personnel in rural development throughout the region.

Personnel in Rural Development

Personnel in Rural Development has been another useful publication of the SRDC. First printed in 1974, it has been revised and updated in 1975 and is undergoing another revision for printing early in 1976. The list will be distributed to the rural development personnel listed and to others needing such a full listing. The publication contains the names of all people related to rural development in the Southern Region and their address, telephone, position, percentage of time devoted to Title V and whether the person is with Research or Extension.

Community Resource Development Publications

CRD Publications List was printed in early 1975 with input from the southern states and Puerto Rico. It includes all Extension and Research publications relevant to rural development and describes their availability. The states submitted two copies of each of the publications listed and these, along with publications gathered for the bibliography search (below), have been placed in a special collection in the Mitchell Memorial Library at Mississippi State University. This collection is to function as a regional center for rural development information and publications. The SRDC adds to the collection as new publications become available. The MSU Library is organizing the collection with assistance of catalog cards supplied by the SRDC.

Library.

The following are the titles of the publications in the bibliography: 1997-1998, a project undertaken by the Rural Development Center, University of Maryland, College Park, Maryland, in cooperation with the National Center for Rural and Community Development, University of Maryland, College Park, Maryland, and the National Rural and Community Development Service, USA, for this work and in cooperation with the

following: 1999-2000, a series of publications in seven areas of rural development. The materials have not yet been available. These areas are:

- Enterprise Development
- Health and Social Services
- Small Business and Enterprise Services
- Employment and Vocational Education
- Public Administration, Statistics and Planning
- Local Government Structure and Taxation
- Energy

The project will be completed:

1) by identifying persons and institutions involved in rural development research and providing for general ideas of material to be published;

2) by identifying persons for possible inclusion;

3) by identifying persons for contact and usefulness, often with the assistance of persons in the respective or the particular fields involved, and working with the respective institutions, especially as it involves other persons or institutions or other relevant publications;

4) by identifying persons and institutions, and publications, as systematically as possible in the field of rural development publications;

5) by identifying persons and institutions of the bibliography for submission to the National Center for Rural and Community Development;

Additional persons and institutions may be added to the introduction defining sources of information available in rural development agencies, organizations, institutions, computer centers, private and public groups, and individuals with particular expertise.

The materials are being printed and distributed by the Rural Develop-

Inventory of Existing Extension Educational Programs

A variety of educational programs is being conducted by the Extension Services throughout the South. A survey of these programs will provide a brief summary of each to share with rural development personnel throughout the region. The inventory will be one way of stimulating ideas concerning rural development strategies and procedures. It will help get programs underway without spending an excess amount of time "reinventing the wheel". It will also provide information on the scope and variety of rural development educational programs being developed and will appear in print during 1976.

Analyzing Impacts of Community Development

A theoretical approach to measuring benefits of community development. Researchers propose ways to evaluate program effectiveness. Published for ES-USDA.

Program of Work

Specific information about the organization, structure, funding, and program goals of the SRDC are outlined. Major problem areas are identified and relationship of program of work to state plans of work are expressed. Also, charts of the states' Title V plans of work are included.

*The Southern Rural Development Center

An attractive self-mailer pamphlet containing information about the Center and its purpose, structure and plan of action.

*Annual Progress Report

Assesses activities planned and undertaken by the Southern Rural Development Center during one year's time period.

Research Needs in Rural Development

Recommendations of the Rural Development Task Force for ascertaining research needs in the Southern Region and regional planning information.

Rural Development Research and Education

Toward aiding dissemination of valuable and pertinent rural development research and programming information throughout the Southern Region, the SRDC in 1975 began preparation of a new quarterly magazine, Rural Development Research and Education. The first issue will appear in February 1976. The magazine features reports of ongoing research and programs with emphasis on results and implications for change.

The magazine has generated quite a lot of interest within and outside of the southern region. The SRDC has received many requests for subscriptions and sample copies from people involved in community development, civic improvement, recreation planning, government, and a variety of organizations and agencies working in rural development.

The first issue is intended as an introductory one, explaining the work and goals of the SRDC and the Functional Networks. A few Research and Extension research reports are included. Submissions for future issues have also been received in quantity--even before the first issue

out. It appears that there is a need in the region for such a forum in which to discuss research priorities and achievements.

Annual Evaluation

The evaluation of the plan of work for SRDC is a regular item on

Board following a discussion of individual items. The items meriting key interest with the Board during the past year were: orientation visits, research inventory, inventory of rural development educational programs, appointments of research Functional Networks, training needs survey, the list of rural development publications, and technical assistance.

Functional Networks

With primary support from Cooperative States Research Service Special Funds (PL 89-106) and support of Title V staff and funds the Center was able to capitalize on the knowledge and work of the many professionals in the region who have much to contribute to rural development programs. This was accomplished by funding a unique emphasis designed by SRDC called Functional Networks. Essentially the work of the Functional Network is to lead groups of cooperating professionals in pooling research expertise in a specific problem area.

Functional--means practical, useful, accountable.

Network--means cooperation, linkage, communication.

These are precisely the guidewords for the SRDC Functional Networks. Nine have been or will be formed to give particular attention to one area or sub-area of rural development identified by the U.S. Department of Agriculture. They are charged to answer the question, "What does research tell us about _____?" by synthesizing available research knowledge. The answers will tell what we know and what we need to know.

The Networks will prepare publications, based on the results they find, for various audiences--from information sheets for the general public to detailed research reports for fellow professionals. The SRDC will publish these reports.

Also, the SRDC will sponsor workshops for professionals and agencies or groups working in these areas of rural development to acquaint them with this base of knowledge.

Each Network is headed by a Center Associate, who submitted the original proposal. He coordinates research work and reports on progress to the SRDC. The Center Associate pulls together recognized experts in his field of inquiry from across the region to form the Functional Network.

Three Networks have been in operation since mid-1975, after the first call for proposals was issued. Four additional Networks have been funded and two will be funded pending receipt of FY 76 funding.

The three Networks already in full operation involve 24 professionals, 9 states, 11 disciplines, 9 - 1862 institutions, 5 - 1890 institutions, and 2 others, 9 researchers, 12 Extension personnel, 14 land-grant institutions, and 2 non-land-grant institutions. These are:

Land Use Issues

Under the direction of Dr. Burl Long at Virginia Polytechnic Institute and State University, this Network is conducting an "Inventory and Appraisal of Research Concepts, Methods, and Results in Land Use Issues." Eight other Network members come from five states. The Network has developed a cataloging system for research, has held meetings to set priorities, and has begun extensive information gathering and computer search efforts.

Citizen Participation in Rural Development

Under the co-leadership of Dr. Donald E. Voth (of the Department of Agricultural Economics and Rural Sociology) and Mr. William Bonner (Chairman of the Division of the Community Affairs of Extension Service)

of the University of Arkansas, this Network is synthesizing research on "Citizen Participation in Rural Development." This group of four other members from four states has met three times in FY 1975 and will present a panel based on their findings at the February meetings of the Southern Association of Agricultural Scientists. This Network is focusing upon two types of citizen participation:

- (1) that sponsored by agencies and organizations, and
- (2) that sponsored by formal voluntary organizations, with a secondary emphasis upon political participation.

Evaluation of Research Literature

The third Functional Network deals with "Evaluation Research Literature for Rural Development in the Southern Region." Under the direction of Dr. Arthur G. Cosby, of Texas A & M University, the Network includes eight other members from eight institutions. This Network, too, has conducted extensive information searches and has held a workshop meeting. The Network has begun publication of a newsletter aimed at providing timely and relevant information for rural development practitioners, program developers, and researchers.

It is a mechanism for sharing information, sources, and ideas pertinent to evaluation of rural development, and includes a regular "evaluation forum" devoted to comments, suggestions, and reaction.

Four other Networks getting underway are:

Functional Network

Small Farm Operations

Center Associate

Dr. W. Arden Colette
Assistant Agricultural Economist
G120 McCarthy Hall
University of Florida
Gainesville, Florida 32611

Industrialization of Rural Areas

Dr. Eldon D. Smith
Professor of Agricultural Economics
University of Kentucky
Lexington, Kentucky 40506

Health Care and Rural Development

Dr. R. David Mustian
Department of Sociology and
Anthropology
North Carolina University
Raleigh, North Carolina 27607

Educational Needs Projection and
Rural Development

Dr. Gerald C. Wheelock
Associate Professor
Department of Agribusiness Education
Alabama A & M University
Normal, Alabama 35706

Two additional networks to be funded pending receipt of FY 76 funds are:

Synthesis of Research Results
Relevant to the Impact of
Governmental Transfer Payments
of Human Resource Development

Dr. E. Evan Brown
Department of Agricultural Economics
Livestock-Poultry Building
University of Georgia
Athens, Georgia 30602

Community Services

- (a) Solid Waste Services
- (b) Financing

Dr. Michael S. Salkin
Assistant Professor
Agricultural Economics
Oklahoma State University
Stillwater, Oklahoma 74074

As the nine Networks get deeply into their research synthesis in 1976, the SRDC will assist in printing publications to report their results, leading workshops for involved professionals and educators, and delving further into the process of 'knowing what we need to know.'

The SRDC has distributed press releases describing the work of each of the Functional Networks to acquaint personnel in rural development throughout the region with these ongoing projects. At its periodic meetings the Board of Directors reviews the progress of the Networks and recommends ideas to the Director.

SUMMARY

During its first complete year of operation, the Southern Rural Development Center has made measurable progress toward meeting high-priority needs for knowledge and assistance. During 1975:

*Orientation related to the work of SRDC was conducted at both the 1892 and 1890 land-grant institutions in Arkansas, Georgia, Kentucky, Louisiana, Oklahoma, Texas and Virginia, compiling a total of 14 visits to institutions.

*Workshops to help bridge the gap in communication between Research and Extension were conducted in areas such as land use, youth aspirations, and housing.

*SRDC has underwritten the expenses of key rural development personnel to serve as technical consultants to different phases of work being accomplished in rural development.

*The base of rural development knowledge has been broadened through extensive publications compiling centralized sources of information, publications assistance and research expertise. To date there are eleven publications either printed, being revised or in the process of being printed.

*Nine Functional Networks have been or will be formed to give particular attention to one area or subarea of rural development. It is the work of these Networks to lead groups of cooperating professionals in pooling research expertise.

Board of Directors

The Southern Rural Development Center Board of Directors is composed of 9 individuals representing the State Agricultural Experiment Stations, the State Cooperative Extension Services and private industry. During 1975, the Board met on two occasions, May 22 and November 10, at the Atlanta Hilton Inn in Georgia and the Marriott Motor Hotel in Houston, Texas respectively. The Board serves as the policy formulating and program directing body for the work executed through the SRDC's plan of work. The Board of Directors is made up of the following individuals:

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