
WRDC 2002 Year End Report

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From the Director

This report captures the activity of the Western Rural Development Center, its staff, and its partners during my third full year as Director. The Center has made considerable progress, both in projects we have led and in contributions we have made to support the efforts of others. The western extension system has also made considerable progress toward becoming a cohesive and focused agent for change. The 2002 CRED conference brought us together and clarified our sense of the challenges and opportunities before us. The WRDC is committed to catalyzing efforts to bring together the resources of Land Grant Universities to assist rural communities in this time of economic downturn and heightened uncertainty.



The rural West continues to change at an astonishing rate; the 2000 census shows that the most rapidly growing states in the country are western states. Astonishingly, the rural Hispanic population in some locales grew as much as 400% over the past decade. A huge suite of new issues has emerged (coal bed methane and methamphetamine labs), and perennial issues have re-emerged (wildfire and drought). National policy shifts such as electricity deregulation and welfare reform also contribute to a rapidly changing operating environment. The WRDC, working jointly with its Steering Committee, has identified a set of priorities for the upcoming year that focus on issue areas in which our efforts will have meaningful impact.

The 2002 WRDC Year End Report reflects the energy and commitment of Center staff, but more importantly it reminds us of the central role that the region's land-grant universities can play in affecting positive change. Publicly-funded universities are the greatest source of intellectual capacity in the region, but the capacity of land-grant universities is profoundly scattered. Extension activities are spread across a huge geography and fragmented in numerous western colleges, departments, research facilities, and county extension offices. Research efforts continue to be driven by the funders' criteria, and few grant competitions have focused on community development in the rural West. Perhaps the greatest contribution the Center can make is to continue to help weave the fabric of an effective regional network of competent and well-equipped community development practitioners.

Sincerely,

Steve Daniels



Introduction

The WRDC Steering Committee met in October 2001 in Troutdale, Oregon, for its annual strategic planning session. Deliberations of the Steering Committee identified three priority areas upon which the WRDC should focus its current efforts:

1. **Civic Capacity in the Rural West** by enhancing the capacity for community-led development in the West;
2. **Natural Resources/Land Use** by enhancing the quality of natural resource management and land use decisions in the rural West;
3. **Capacity of Land-grant Universities** by enhancing the engagement of university faculty in the pressing issues of the region.

These priority areas were chosen because they 1) continue a track record of productive activity by the WRDC, 2) build on the expertise of regional faculty and WRDC staff, and/or 3) respond to pressing regional issues.

The Steering Committee also identified **increased communication** as the greatest single regional need, and we have addressed this need as a fourth priority. Since the 2001 meeting, the WRDC has increased regional communication through meetings, telephone calls, newsletters, information briefs, listservs, etc. These strategies have kept the Steering Committee, western Extension and AES directors, and other rural development partners better informed of our activities and plans.





Report on 2002 Activities

1

Priority 1: Civic Capacity in the Rural West

GOAL: *Enhance the capacity for community-led development in the West*

2002 Accomplishments

- **Cosponsor and/or participate in the biennial conference “Environmental Conflict Resolution: The State of the Field and Its Contribution to Environmental Design”**

Presented session at Environmental Conflict Resolution Conference

The conference was held May 14-16 in Tucson, Arizona. WRDC designed and presented a session titled “University-Based Programs That Extend Community Capacity: Lessons From The Trenches.” The session was designed with group activities and discussion opportunities that captured the energy and expertise of the audience. A number of follow-up activities have emerged from the connections built during this activity, including new relationships between faculty members and the opportunity to speak at the 2002 Public Policy Education Conference in Reno.

- **Support and document innovations in community-based decision processes**

1. Supported research on impacts of electric deregulation

The WRDC provided support to Dr. Becky Richards (Montana) to study and research the impact of electric deregulation in rural areas. The Center’s support consisted of funding and organizing a small regional workshop held in Missoula in January 2002 to determine whether a regional project would be a logical follow-up to Dr. Richards’ initial efforts.

2. Supported research on Western Producers’ Preferences for Federal Agricultural Policy

WRDC provided support to Andy Seidl (Colorado), Russ Tronstad (Arizona), Neil Meyer (Idaho), Larry Lev and Bill Jaeger (Oregon), who created a summary analysis document that

- Compared and contrasted responses of western producers to responses of producers nationwide in the recently completed National Survey of Producers’ Preferences for Federal Farm Policy,
- Compared and contrasted responses among participating western states to the same survey; and
- Helped western producers, policy makers and agricultural leaders characterize the preferences of western producers for federal agricultural policy.

As the Farm Bill was being debated in the Senate, WRDC notified Western Extension and AES Directors and the Western Governors Association that the survey was posted on the WRDC site, <http://extension.usu.edu/wrdc/farmsurvey.pdf>.

3. Presented a systems approach to community resource development

The Center Director provided training to Arizona Extension faculty in Tucson on August 27-28, 2002. He participated in a panel discussion in which roughly 125 extension personnel discussed the fundamentals of community development. The Director also provided more in-depth training to roughly 25 extension personnel who are taking leadership roles in Arizona Extension's community development programming. Participants in the second session explored a systems approach to community development and completed classroom exercises that explored six types of capital that every community can draw upon. The Center received positive feedback on the session:



Well it's MUCHAS GRACIAS! The comments I heard yesterday were along the line of . . . "we should have had the key speaker and panel all day!" It was a gratified and better informed audience that adjourned with you and other panelists in our time together from 9:45 on . . . a credit to the presentation was the fact that our Extension Director, Jim Christensen, Assistant Program Director, Deb Young and even the Dean of the College Dean Sander all came into the break out CD session.

I envision that the committee, after meeting to develop a state-wide community development initiative, will want more contact with you after our October meeting. There is both enthusiasm and eagerness to develop a CD approach with Extension.

Thank you for your time, attention and insights into community development. Also thank you for sharing the systems approach and when you have time if you could share the "capital cards," I will distribute to attendees. It was a pleasure to have your participation and leadership.

*Sincerely
Beth Tucker
County Extension Director, Coconino County, AZ*

4. Collaborative Learning Workshops

The Center receives numerous requests to provide training on Collaborative Learning (CL), which is a community-based decision-making approach for dealing with complex and controversial issues. The approach has primarily been used in the natural resource/environmental arena but has broader applications.

The Center Director presented a CL workshop at the 2002 National Public Policy Education Committee (NPPEC) Conference. This annual conference, which is co-sponsored by the Farm Foundation, is the single most important skill-building and networking opportunity for public issues educators from across the country. The NPPEC committee that organized this conference invited Dr. Daniels to provide a two-hour introductory CL session, which was the only methods/skill building session provided at the two-day event.

Other conference sessions were presented at the National CRED meeting in Orlando and the Environmental Conflict Resolution Biennial Conference in Tucson. Dr. Daniels also presented CL workshops for Nevada and Arizona extension, the Colorado State University Department of Forest Sciences, and The Nature Conservancy.

5. Supporting North Central Conflict Management Team

A multi-state extension team interested in skill development related to conflict management has been organized through the North Central Center for Rural Development. In seeking materials to employ, the team decided that many of the best conflict management curricula have been developed by extension colleagues in the Western Region. The WRDC is supporting this multi-state team by providing linkages between the team and their counterparts in the West, and by providing access to Collaborative Learning skills. A specific skill-building opportunity for this team occurred November 15-19, 2002, in Southern Illinois, where some team members will have the opportunity to participate in a Collaborative Learning training offered to personnel from the Shawnee National Forest.

6. Needs assessment regarding outreach to Spanish-speaking populations

In 2001 the WRDC entered into a small contract (\$3,000) with a bilingual consultant to survey Extension programs in the West in terms of 1) translation of Extension publications, 2) development of programming targeted directly at Spanish-speaking rural residents, and 3) youth programs targeted at Spanish-speaking populations. This effort will provide useful information in the Center's evaluation of possible projects in this topical area

In Process

WRDC publication titled *Community-Centered Research: A Primer*

Many Center publications dealing with community resource development were published in the 80s and 90s, and have become somewhat outdated. Building on publications that contain relevant information, the WRDC is developing a series of approximately ten 3-5 page articles that discuss the importance of community-based research (by and about the community) in planning for meaningful and positive community change. The primer will emphasize that the research process is both desirable and feasible, and will also communicate tangible next steps. Authors will preferably be junior faculty, and articles will be peer reviewed. The primer will be e-published on the WRDC Web site and in print. Article titles being explored, and authors contacted, include the following:

- *Introduction Chapter* (Steve Daniels, WRDC)
- *Logic and Ethics of Research* (J.D. Wulfhorst, University of Idaho)
 - What makes research useful? What is the relationship between data and insider knowledge in making research meaningful and reliable?
- *Community Mobilization & Empowerment* (Brian Eisenhauer, Utah State University)
 - Why is self-generated information important?
- *The Importance of Partnerships* (Loretta Singletary, University of Nevada-Reno)
 - Why build partnerships? Joint fact-finding enhances credibility of data, and allows sharing of expertise and resources. This unit will also discuss ways to build and enhance partnerships.
- *Community Surveys: Why & How* (Stan Guy, Utah State University)
 - This chapter will discuss the fundamentals of conducting community-level surveys; pragmatic survey approaches; resources needed; example instruments.

- *Making Good Use of Good E-Data* (Andy Seidl, Colorado State University)
 - There is much useful data available on the Internet, but there are also unreliable sources that promulgate questionable data. This unit provides addresses of reliable and useful data sources (census data, etc.).
- *Video-based Self-Exploration* (Lorie Higgins, University of Idaho)
- *The Benefits of Youth Involvement* (Beth Tucker, University of Arizona)
 - When youth are involved in research and planning the process is energized, and unique capabilities are added (skills in Internet-based research, public relations, etc.). Adults are also on their best behavior.
- *Community Visioning* (?, Montana State University)
 - This unit discusses the process of convening people to develop a vision of how they would like their community to evolve.
- *Case Studies* (Emmett Fiske, Washington State University)
- *Qualitative Data* (Theresa Selfa, WRDC)
 - Focus groups et al.
- *Race/Ethnic/Language Considerations* (?)

2

Priority 2: Natural Resources/Land Use

GOAL: *Enhance the quality of natural resource management and land use decisions in the rural West*

2002 Accomplishments

- **Develop ways to broaden access to natural resource data and analytical methods**

1. Presented rural community planning workshops

The WRDC continues to promote the *Western by Design* resource toolkit throughout the region, and state-wide training sessions are provided upon request. The Center presented training sessions at the 2002 Utah Rural Summit in Cedar City, which was attended by Utah Governor Mike Leavitt.

The WRDC organized and co-presented a similar half-day training session at the spring meeting of the Utah League of Cities and Towns in St. George, Utah, on March 11-12, 2002. Approximately 200 planners and elected or appointed officials attended the meeting. The League provided a \$1,000 subsidy to support their members in the purchase of toolkits. In turn, the WRDC offered a \$20 discount to 50 conference attendees. The marketing plan proved successful; since the conference, fifteen toolkits have been sold to attendees. Some of those who ordered toolkits ordered multiple copies.

2. Surveyed rural western counties on adoption of Geographic Information System (GIS)

The WRDC conducted a multiple wave mail survey of all (300+) rural counties in the West. The survey focused on adoption of GIS in county planning and land use processes. The Center plans to compare adoption rates between states with extensive land use planning regulations and states without.

There was considerable interest in the survey even before data had been entered. The USGS has asked if they could replicate the survey (or parts of it). In addition, a county planner called to see if we have preliminary data to use as part of his budget justification before his county commission. The Center plans to publish preliminary data in the spring of 2003.

- **Conduct a “Best in the West” conference on growth management/land use issues**

Plans are going forward for a conference centered on the theme of The Art and Natural Resources. This topic was identified by the Steering Committee at its July 2002 meeting and will be revisited and developed at the November 2002 meeting in Sacramento.

Conversations have underway with Tony Tighe (National Endowment for the Arts) and Anthony Radich (Western States Arts Federation). There is interest in conducting a project that looks at three impacts of the arts and the rural west: 1) the economic impact of specific arts events, 2) the longer-term impact on the development trajectory of a community created by an arts reputation, and 3) the ability of the arts to redefine the discourse around contentious natural resource issues.

- **Aggressively market and distribute the *Western by Design* toolkit**

1. Featured *Western by Design* toolkit in January issue of the *Circuit Rider* newsletter

In a *Circuit Rider* newsletter column titled “Featured Publications,” presented a synopsis of toolkit contents and discussed possible applications.

2. Published *Western by Design* toolkit on the WRDC Web site

The toolkit is now available for download on the WRDC Web site. Notice of this opportunity to view and download the toolkit was published in the April issue of *Circuit Rider*.

3. Published and promoted a CD-ROM version of the toolkit

4. Promoted *Western by Design* toolkit at meetings and trainings

At regional and national meetings and training sessions attended by the WRDC, discussed and made available a one-page, full-color flyer on the toolkit.

5. Mailed complimentary toolkits to all western extension directors

In Process

1. Fire Researchers Workshop

The WRDC is working jointly with the USDA Forest Service and Northern Arizona University to host a by-invitation workshop for researchers conducting social science research on wildfire. The workshop is scheduled for January 2003 in Phoenix, AZ.

3 **Priority 3: Capacity and Engagement of Land-grant Universities**

GOAL: *Enhance the engagement of university faculty in the pressing issues of the region*

2002 Accomplishments

- **Faculty training in public issues education and conflict management**

1. Presented Environmental Conflict Resolution Conference session

The ECR conference was held May 14-16, 2002 in Tucson, Arizona. The WRDC designed and presented a session titled "University-Based Programs That Extend Community Capacity: Lessons from the Trenches."

2. Presented Nevada faculty development workshop on collaborative learning

In March 2002, the WRDC organized and co-funded a workshop for extension personnel from Nevada, Arizona, and California. The three-day workshop was offered at the request of Nevada Cooperative Extension and served 22 participants.

- **Young faculty development workshop**

Actively sought participants for a young faculty development workshop

At the winter meetings of Extension and AES directors, solicited applications for participation in a young faculty development workshop. Despite a follow-up e-mail request to directors, response was low. Due to lack of interest in holding a workshop in 2002, the WRDC will organize a workshop at a more favorable time.

- **Regional social science faculty workshop**

Organized and presented Empty Quarter meeting

The 2002 Empty Quarter meeting was held in Salt Lake City on April 18-20, 2002. Participants from Colorado, Idaho, Pennsylvania, Utah, and Wisconsin attended. The purpose of the meeting was to build linkages among social scientists in the region that have an interest in rural community issues. In collaboration with participants from Utah State University, WRDC initiated an e-mail list for participants. One project that emerged from the meeting was a survey on rancher attitudes and management plans, which led to an NRI proposal by Doug Jackson-Smith, Rick Krannich, and Lou Swanson.

- **Support for extension activities enhancing IT and e-commerce in rural areas**

1. Supported rural e-commerce education provision of Farm Bill

The WRDC Director made two trips to Washington D.C. in support of the rural e-commerce education provision in the Farm Bill. The first trip was to provide briefings to the staff of western Senators just as the Farm Bill was passing out of Conference Committee. The second trip was to develop an implementation strategy related to the RRDC component of the funding. (New Mexico State University will be administering the program on behalf of the Western Region.) The Center Director also attended a by-invitation meeting in December 2001 in Omaha. The meeting focused on technology-related innovations in extension. The Center Director was nominated to serve on ECOP's e-commerce working group.

2. Community Vitality Initiative Needs Assessment Questionnaire

The Center Director met in late June 2002 in Salt Lake City with a group of community development specialists to plan the Community Vitality Initiative. This term describes a skill-building program being developed by a regional faculty team. The program was requested by western extension directors, who want to build capacity among field extension personnel around community development issues. The major kick-off activity will be a regional networking roundtable in Las Vegas on February 4-6, 2003. A training workshop is tentatively scheduled for April 2003.

At the request of western extension directors and the Western Region Program Leadership Committee (WRPLC), the WRDC developed a *Needs Assessment Questionnaire* to ascertain the specific training needs and delivery preferences of extension faculty. The WRDC administered the questionnaire to extension faculty in each western state, whose names and e-mail addresses were provided by the WRPLC and extension administration.

Data has been compiled from 79 responses. Complete survey results have been disseminated through the Center newsletter and monthly e-mail message, placed on the WRDC Web site, and mailed directly to survey respondents and the Western Region Program Leadership Committee. The WRDC and the Community Vitality Initiative design team will use this data to plan community resource development training that is relevant to western extension faculty.

3. Regional faculty development activities

The Center Director engages in many activities that enhance regional capacity by supporting colleagues and students with promise. These activities include reviewing professional papers, manuscripts, and grant applications; reviewing Promotion and Tenure applications; and writing letters of reference for outstanding students and professional colleagues.



Dear Steve,

I received "official" word from Tom Lyson that my grant proposal for the RSS Early Career Award was funded and wanted to thank you again for taking the time to read my proposal and write a letter of support for me. I know how busy you are, and I really appreciate it . . .

*Peg Petrozelka
Utah State University
Dept of Sociology, Social Work and Anthropology*

The Center is also providing \$5,250 to Dr. Lorrie Higgins, University of Idaho, to support a project titled "It's the Life: Family Farmers in Idaho." The objective of the project is to develop a pilot video that can be used to solicit funding for a full-length documentary on the lives of Idaho farmers.

Dr Higgins will use a participatory action research approach to knowledge creation and social change. The emphasis is to capture and legitimize the development of strategies and programs based on real-life experiences rather than on the theories and assumptions of outside observers. The project will be a "story within a story;" participating farmers will film their own lives in color, while a documentary film crew records their efforts in a black-and-white format. The segment filmed by the crew will document the farmers' efforts to figure out what aspects of their lives they want to communicate through the video. The Center's role will be to support development of a pilot illustrating the approach, with the expectation that Dr. Higgins can subsequently use the pilot to attract the funding necessary to support the project (which is beyond the level that the WRDC can underwrite).

4. Published first *Changing Face of the Rural West* information brief

The first information brief, published in March 2002, was titled *Rapid Growth of Hispanic Populations in Western States*. The brief was written by E. Helen Berry (Utah State University) and Annabel Kirschner (Washington State University), and edited, produced, and disseminated by the WRDC. Fifteen hundred copies were printed.

The two-color, six-page information brief was published in print and electronically as a pdf file downloadable from the WRDC Web site. An e-mail announcement was sent to the WRDC newsletter mailing lists (western extension and AES directors, county extension agents, and others interested in the activities of the WRDC). Printed copies were mailed to the following groups:

▪ Kent Briggs, CSG-West	100
▪ Sally Maggard, CSREES	20
▪ WRDC Steering Committee	(10 ea)
▪ EXT Directors	(10 ea)
▪ AES Directors	(10 ea)
▪ 3 RD Centers	(5 ea)
▪ Jim Souby Executive Director, Western Governors' Association	25
▪ John C. Allen Director, Center for Applied Rural Innovation (CARI)	25
▪ Chuck Fluharty, RUPRI	25
▪ Lois Illick, CSU Center for Nature-Based Tourism Colorado State University	200
▪ Chuck Gay, USU	50

The Center receives frequent requests for the publication, and a reprint is planned. Kent Briggs, WRDC Steering Committee member and West Executive Director of the Council of State Governments, is translating the publication into Spanish. The Spanish version will soon be available on the WRDC Web site.

In Process

1. Publication of Two *Changing Face of the Rural West* Information Briefs

The Center is working with Annabel Kirschner (Washington State University) and Eddy Berry (Utah State University) on an information brief on aging western populations. Theresa Selfa (WRDC) is also preparing an information brief on amenity-based migration. The Center expects to publish the briefs in the spring/summer of 2003.

2. Enhance regional links between CRED and ANREP

Building on the momentum created by the CRED meeting in February and the ANREP meeting in June, a joint professional meeting is being planned, perhaps in conjunction with the Galaxy Conference in Salt Lake City in September 2003. The joint meeting will be an opportunity to explore the advantages of a regional partnership.

3. National Web-based training resource clearinghouse

In October 2002, Directors of the four Regional Rural Development Centers met in Omaha for their annual meeting. One of the goals established was to create a national Web-based clearinghouse for community development-related training opportunities that have nation-wide applicability. The clearinghouse will make it possible for an individual to design a personalized curriculum by selecting from an array of offerings in various areas of emphasis. Offerings will include online courses, workshops, and self-study curricula. Center Directors are exploring the possibility of providing certification or credit for qualifying individualized training programs.

When the clearinghouse Web site is up, we expect that some inquiries will come from prospective students with only basic community development knowledge or training. Many students will have knowledge in some areas of emphasis and want to round out their knowledge in other areas. Other students will enter the system at a more advanced level of study. The clearinghouse will list training at every level, and will give contact information so prospective students can call the instructor to discuss course content.

The Center has begun the first phase of the clearinghouse project, which is to gather information on training resources and curricula available regionally. The Center developed an electronic training referral form, which has been made available on our Web site and sent directly to western extension and AES directors, Western Region Program Leadership Committee, state rural development councils and other partners, and county extension agents. To date, ten western training resources have been identified and submitted to the clearinghouse.

- **OTHER CAPACITY-BUILDING ACTIVITIES**

1. Co-Sponsored *WestLand: the Workshop* wrap-around facilitator training

The Colorado Resource Team has designed a community simulation, modeled after the *AgLand* simulation developed at University of Minnesota, called *WestLand: the Workshop*. On April 24-25, 2002 the WRDC cosponsored a *WestLand: the Workshop* wrap-around facilitator training at Colorado State University. The community simulation workshop provided a format for teams from Cooperative Extension and partner organizations to engage in hands-on learning about non-divisive conversation related to local-regional land use and decision-making.

The workshop was organized by Sheila Knop and others at CSU. The Center supported the project by 1) recruiting western participants, 2) providing team travel support to defray CSU expenses, 3) attending and participating in the workshop, 4) purchasing six *WestLand: The Workshop* simulation games, and 5) sponsoring an e-mail list for workshop attendees (RegWestLand@ext.usu.edu).

2. Attended and participated in 2002 CRED Conference

More than 300 extension professionals who work in the broad area of community resource and economic development met in Orlando in March for the 2002 CRED Conference. More than 45 states were represented. The WRDC facilitated two sessions for participants from western states, and also organized a strategy for collecting information on the programs that western participants felt were potential candidates for replication or importation into the region.

3. Attended meetings of key regional partners

Attended various meetings in order to present information on the Center, provide displays on WRDC products and publications, and developed connections among Land Grant faculty and administrators. Meetings included

- Winter meeting of Western Extension Directors
- Winter meeting of Western Extension Directors and AES Directors
- Meetings of western extension committees sponsored by the Farm Foundation
- National ANREP meeting

4. Actively promoted diversity at professional meetings

The Center is often solicited to provide financial support for professional meetings of various types. Normally the Center declines those invitations, but does accept when there is an opportunity to increase the diversity of attendance through targeted funding. The WRDC provided funding for students to attend the 2002 Empty Quarter meeting in Salt Lake City. The Center will also provide travel support for students from Tribal colleges to participate in RUPRI Rural Poverty Center research meetings.

5. Expanded connections with Western Region Program Leadership Committee (WRPLC)

At the 2001 Steering Committee meeting in Troutdale, Oregon, the Committee asked the Center to build links to the WRPLC. At the Orlando CRED meeting, the WRDC Director was appointed as the next RRDC liaison to National-PLC.

6. Expanded connections with Arizona Cooperative Extension

On November 28-29, 2001, Center staff attended a meeting of University of Arizona Cooperative Extension specialists and county faculty. Staff explained WRDC programmatic emphases, discussed trends and opportunities in community development, and received feedback on desirable features of a proposed WRDC newsletter.

7. Attended Kellogg Foundation Food & Society annual meeting

At a meeting held in Denver, Colorado on April 20-24, 2002, networked with representatives from other Kellogg FAS projects and attended a pre-meeting of project evaluators.

8. Attended SW Farmers and Ranchers Marketing Network Steering Committee meeting

The Center has received funding from the Kellogg Foundation to conduct the evaluation for a project titled "Expanding Markets for Southwest Small-Scale, Alternative, and Minority Producers." Partners include Henry A. Wallace Center for Agriculture and Environmental Policy, National Center for Appropriate Technology (NCAT), and Friends of the Santa Fe Farmer's Market. This project seeks to increase marketing opportunities for small, minority, and limited resource farmers and ranchers in the Southwest. WRDC will also play a role in facilitating networking among the partners, cooperative extension, and other organizations in the four-state region of Utah, New Mexico, Colorado, and Arizona. A Steering Committee meeting was held in Santa Fe, New Mexico on May 29-30, 2002.

9. Participated in a preliminary meeting to establish a nature-based tourism regional project

The planning meeting was held June 11-12, 2002, in Bozeman, Montana. The group will draw up a preliminary proposal for a volume (guidebook), for which the WRDC will provide editorial and production assistance. The Center provided travel support to expand participation in the planning meeting.

10. Developing a CRED National Association

The CRED base team is exploring the feasibility of creating a national association of extension professionals interested in CRED issues. The new organization may be patterned after the ANREP experience in recent years.

11. Support for Multi-State Dairy Project

Regional Rural Development Centers are supporting a regional research project led by Doug Jackson-Smith, which examines links between the dairy industry and community vitality. The projected needed supplemental funding to create a national database that combined the results of surveys that had already been done.

12. Attended annual meeting of RRDC Directors

On December 12-14, 2001, Directors of the four Regional Rural Development Centers met in Tucson, Arizona for their annual meeting. Many exciting initiatives and joint projects for the coming year were discussed. The Centers continue to work well together, particularly in producing communication products that convey a unified vision or role for the Centers nationally. Each Center also continues to develop initiatives that are responsive to the particular needs of their regions.

4

Priority 4: Develop New Communication Strategies

GOAL: Use innovative strategies to enhance regional communication

2002 Accomplishments

1. Initiated a quarterly newsletter, the *Circuit Rider*

At its 2001 meeting the WRDC Steering Committee identified a critical need to increase regional communication. In response, the WRDC has published three newsletters (January, April, and July 2002), and the October issue is being drafted. The newsletter distribution list includes

- Western AES and CES Directors
- County extension agents in the Western Region
- Southern, Northeastern, and North Central Rural Development Centers
- WRDC Steering Committee
- State Rural Development Centers
- Western Region Program Leadership Committee
- Others who have asked to be placed on the distribution list

The Center received considerable feedback on the first newsletter issue, and has used that feedback to refine mode of delivery. Many people commented that they would rather receive the *Circuit Rider* in electronic format but not as an e-mail attachment because the large file size made it difficult to manage and open. The Center responded by shifting to a mode of delivery that involves a simple e-mail notice that a new issue has been published and is available on the WRDC Web site (<http://extension.usu.edu/wrdc>).

2. Initiated *Items and Opportunities* monthly e-mail news brief

At the July 2002 Steering Committee meeting it was suggested that the WRDC initiate a monthly e-mail news brief for our regional extension and community resource development colleagues. In August, the Center launched *Items and Opportunities*. Each message contains a brief overview along with links to more in-depth information on leading edge resources, upcoming conferences, grant opportunities, and other topics of interest. The monthly message is delivered directly to approximately 500 extension and other community resource development colleagues.

3. Initiated new regional e-mail distribution lists

With support from Utah State University Extension, the WRDC initiated fifteen new e-mail distribution lists (listservs):

- | | |
|----------------------------|--|
| ▪ RegWestLand@ext.usu.edu | (requested by WestLand: the Workshop participants) |
| ▪ EmptyQuarter@ext.usu.edu | (participants in 2002 Empty Quarter meeting) |
| ▪ VitalComm@ext.usu.edu | (Community Vitality Initiative design team) |
| ▪ WRDC-reg@ext.usu.edu | (Regional rural development partners) |
| ▪ WRDC-ter@ext.usu.edu | (Territories rural development partners) |
| ▪ WRDC-ut@ext.usu.edu | (2002 CRED Conference attendees from Utah) |
| ▪ WRDC-mt@ext.usu.edu | (2002 CRED Conference attendees from Montana) |
| ▪ WRDC-or@ext.usu.edu | (2002 CRED Conference attendees from Oregon) |
| ▪ WRDC-nv@ext.usu.edu | (2002 CRED Conference attendees from Nevada) |

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- WRDC-nm@ext.usu.edu (2002 CRED Conference attendees from New Mexico)
 - WRDC-ca@ext.usu.edu (2002 CRED Conference attendees from California)
 - WRDC-co@ext.usu.edu (2002 CRED Conference attendees from Colorado)
 - WRDC-id@ext.usu.edu (2002 CRED Conference attendees from Idaho)
 - WRDC-wa@ext.usu.edu (2002 CRED Conference attendees from Washington)
 - WRDC-wy@ext.usu.edu (2002 CRED Conference attendees from Wyoming)

In Process

Updating WRDC Web site and Web-based communication tools

The Center is participating in a campus-wide initiative to establish a more consistent look for all Web sites on the Utah State University Extension server. This is an opportune time to reexamine the structure of the WRDC Web site and identify ways to better meet the needs of our customers. The new site will feature a threaded discussion, and a user satisfaction survey will allow us to make continual refinements and improvements. A design team made up of WRDC staff and Extension Web designers hopes to launch the new site in early 2003.

PROJECTS PLANNED FOR 2003

1. Collaboration with RUPRI on HHS Poverty Center

The Centers collaborated successfully with RUPRI in competing for a \$1.2 million 3-year grant from HHS for a rural poverty research center. Much of the funding will remain with RUPRI, but the WRDC is pleased to play a supporting role.

2. Four Corners Project

The Four Corners Office of the National Center for Appropriate Technology (NCAT) in Durango, Colorado, is leading a wide-ranging project to increase the number of locally owned and environmentally sound farms, ranches, and food enterprises in the Four Corners region of Arizona, New Mexico, Colorado, and Utah. The three-year project's initial funding comes from a \$497,574 grant from the W.K. Kellogg Foundation of Battle Creek, Michigan.

The WRDC has been awarded the contract for evaluating the project, and will receive \$44,000 over a three year period. Center Program Administrator Dr. Theresa Selfa will conduct the evaluation through surveys, in-depth interviews with participants, and document analysis.

WRDC Steering Committee

2002 Steering Committee

Kent Briggs	<i>Executive Director, Council of State Governments West (CSG-WEST)</i>	Term ends 2002 Public Sector
Perry J. Brown	<i>Dean and professor, School of Forestry, and Director of the Montana Forest and Conservation Experiment Station, University of Montana-Missoula.</i>	Term ends 2005 AES Director
James Christenson	<i>Associate Dean, Director of Cooperative Extension The University of Arizona</i>	Term ends 2004 CES Director, BOD
Steve Daniels	<i>WRDC Director, Utah State University</i>	Continuous WRDC Director
Emmett P. Fiske	<i>Organizational Effectiveness Specialist, Dept. of Rural Sociology, Washington State University</i>	Term ends 2004 Faculty
Nancy Hartley	<i>Dean of Applied Human Sciences, Colorado State University</i>	Term ends 2002 Faculty
James Jacobs	<i>AES Director, Associate Dean, University of Wyoming</i>	Term ends 2005 AES Director, BOD
Lovell (Tu) Jarvis	<i>Divisional Associate Dean for Human Sciences, UC Davis</i>	Term ends 2003 Faculty
Sally Maggard	<i>National Program Leader, CSREES-USDA/ECS</i>	Continuous CSREES Liaison
Paul McCawley	<i>Associate Director for Extension, University of Idaho</i>	Term ends 2003 Faculty
Jack Payne	<i>VP and Dean for University Extension, Utah State University</i>	Continuous CES Director, BOD Chair
Florine (Flo) Raitano	<i>CRDC Executive Director, Colorado Rural Development Council</i>	Term ends 2004 Public Sector
Louis Swanson	<i>Sociology Department Chair, Colorado State University</i>	Term ends 2005 Faculty

2003 Steering Committee

At the July 2002 Steering Committee meeting, a Nominations Committee was convened to make general recommendations about Committee structure and rotation schedule:

Steering Committee : 15-20 members; 1/3 Faculty, 1/3 AES/CES, 1/3 Partners
 BOD: 6 members; Chair (CES or AES Director from USU), 2 AES, 2 CES, 1 CSREES liaison
 Term: 3 years, with one term renewal possible
 Rotation: In all, five people should rotate each year

Several names were mentioned as possible members of the 2003 Steering Committee:

- Cathy Chan-Halbrendt Associate Dean/Director of Research, University of Hawaii
- Tom Harris Director, University Center for Economic Development, University of Nevada at Reno
- Kathy Moxon Humboldt Area Foundation
- Bruce Boggs The Nature Conservancy
- Jim Souby Western Governors' Association

Prospective Board members are shown below in boldface type. Nominations and voting will take place at the November 2002 Steering Committee.

Proposed Steering Committee Rotation Schedule

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
CSREES	Maggard (BOD)										
WRDC	Daniels (WRDC Director)										
CES I	Payne (Chair, BOD)										
CES II			Christenson (BOD)								
AES I			Cathy Chan-Halbrendt (BOD)								
AES II	Jacobs (BOD)										
1994	(Montana person?)										
Faculty I		Fiske (WCDC)									
Faculty II	Swanson (Dept. Chair)										
Faculty III			Brown (Dean)								
Faculty IV		Jarvis (Dean)		Ted Bradshaw (CA)							
Faculty V	McCawley (WPLC)										
Faculty VI			Tom Harris								
Partner I	Raitano (CRDC)										
Partner II	Jim Souby (WGA)?										
Partner III			Kathy Moxon (HAF)								
Partner IV			Bruce Boggs (TNC)								

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