Eastern Region Impact

Special Points of Interest:

- 33 counties
- 98 Extension agents
- 8 Area Specialists
- 46 Support Staff
- 74 Paraprofessionals

Economic Impact of 4-H All-Star Service in 2009

“Help as many people as possible and have a great time doing it!”

This has served to have a positive impact on the citizens of East Tennessee as well as grow and strengthen the teen 4-H program in each of the Eastern Region’s 33 counties.

Currently there are 239 All-Stars in the 33 Eastern Region counties. 30,051 hours of service were conducted in the counties and at two Eastern Region All-Star Conferences.

The All-Stars have also partnered with other organizations such as St. Mary’s Health Systems, Second Harvest Food Bank, Ronald McDonald House and the American Cancer Society to provide and even greater benefit. So what is the economic value of the All-Star’s volunteer service as well as the money collected to donate to charitable organizations?

$611,437.75

County Administration

UT Extension has a strong partnership with each of the 33 counties in the Eastern Region. County governments supported UT Extension programs by appropriating a total of $3,579,934 in 2009.

County Extension directors provided leadership to establish a county endowment account in each of the 33 counties to sustain educational programming in the future.

Extension Program Areas:

- Agricultural & Natural Resources
- Family & Consumer Sciences
- 4-H Youth Development
- Resource Development

Eastern Region Staff

Connie Heiskell — Regional Director
David Perrin — Ag. Program Leader
Linda K. Bower — FCS Program Leader
Mitch Beaty — 4-H Area Specialist
Joan Ratledge — Accounting Assistant
Diane Dyer — Adm. Support Assistant
Jenny Yeary — Adm. Support Assistant


The largest “city” in Tennessee in 2009 was the 796,363 people reached by the Eastern Region 4-H All-Stars with their service projects.

The official motto of 4-H All-Stars is “Service. The Eastern Region All-Stars have an unofficial motto as well:

“Help as many people as possible and have a great time doing it!”

This has served to have a positive impact on the citizens of East Tennessee as well as grow and strengthen the teen 4-H program in each of the Eastern Region’s 33 counties.

Currently there are 239 All-Stars in the 33 Eastern Region counties. 30,051 hours of service were conducted in the counties and at two Eastern Region All-Star Conferences.

The All-Stars have also partnered with other organizations such as St. Mary’s Health Systems, Second Harvest Food Bank, Ronald McDonald House and the American Cancer Society to provide and even greater benefit. So what is the economic value of the All-Star’s volunteer service as well as the money collected to donate to charitable organizations?

$611,437.75

Tina Shaver from Meigs County, displays stuffed toys made by All-Stars for children at the Ronald McDonald House.
When is being ranked in the top 5 a problem? In 2008, Tennessee ranked fourth in the country for the rate of obesity with a state rate of 30.6. That is an increase from 1990 of over 16%. Obesity rates in children continue to rise. How is UT Extension responding?

The Tennessee Nutrition and Consumer Education Program (TNCEP) is teaching healthy eating to SNAP (formerly Food Stamp) families and SNAP eligible families. All 33 counties in the Eastern Region participate in the TNCEP program.

Thirty-five TNCEP program assistants are employed in 31 counties solely focusing on nutrition education.

TNCEP covers the life cycle in the nutrition education program with the following curricula:

- TN Shapes Up – adults
- Power of Choice – adolescents
- Power U – fourth grade
- Healthy Steps – pre-K & child care

In 2008, data from the SUPER system showed the following:

- 193,442 contacts reported in the 33 Eastern Region counties.
- 22,523 volunteers donated 17,778 hours to TNCEP. The economic value to UT Extension of the volunteer hours? $346,848.78
- Behavior change reported as a result of TNCEP programming in the Eastern Region:
  - 80% of participants now eat more fruits and vegetables

“Mission Switchgrass” -- Eastern Region staff has the responsibility of conducting outreach directly with the cooperating farm producers which have contracted with UT to grow switchgrass for the Biofuels Initiative. Our regional biofuel staff consists of one specialist and two area specialists.

The goal is to teach contracting farm producers the skills and management techniques to successfully plant, grow and harvest switchgrass. Other objectives are to conduct research to enhance and improve our success in introducing and growing this energy crop. Public relations with community partners, tours and demonstrations are also part of the mission.

“Mission Completed To Date” -- In contracting rounds I & II, 40 farm families have contracted 2613 acres in 176 fields. Those fields are located in 9 counties in Southeast Tennessee.
Impact of Eastern Region 4-H Camping Program

With two accredited 4-H Centers in the Eastern Region, the 4-H camping program will always be a top priority. Camping provides a chance for young people to develop important life skills such as responsibility, teamwork, and independence in a safe and nurturing environment.

The economic impact is also significant. 1,688 young people in the 2009 camping program brought in a total of $354,480 to UT in user fees.

Extension agents have understood for many years the importance of camping to their total program. 4-H'ers who commit to attending camp are more likely to be involved in other parts of the 4-H program. These 4-H members also bring their parents into the program as 4-H volunteers. Serving as a volunteer at camp tends to be the entry point for many adults who go on to serve in a variety of other capacities. The value of these volunteers in terms of the education, safe environment, and positive modeling they provide is priceless. From a purely economic standpoint however it can be measured. In 2009 225 volunteers served a collective 21,600 hours at camp with an economic impact of $437,400.

4-H Clover Bowl

Picture Alumni Hall packed with 750 loud, boisterous people. As the program starts, feel the energy usually reserved for a major sporting event. That pretty much sums up the excitement of the Eastern Region Clover Bowl.

The Clover Bowl is a quiz bowl program designed to help youth become more familiar with themselves and their surroundings. 4-H'ers learn about Tennessee, Science, Economics, Health as well as become more familiar with programs offered through 4-H.

An increase in knowledge is the main goal of this program but some important secondary impacts have also occurred. This is the largest “team” program in Tennessee 4-H. 96 teams competed at the Regional Clover Bowl from all across East Tennessee, but over 1,100 teams made up of over 5,000 young people participated in their individual county contests.

The program also has strengthened the relationship between Extension Agents and local educators.

Implementing a Legislative Mandate — Divorcing Parents

In 2000, the Tennessee State Legislature mandated a four hour education program for any parents seeking a divorce with children under the age of 18. Concerned about the parents in rural counties, the Administrative Office of the Courts worked with UT Extension for Family & Consumer Sciences agents to be trained and certified to teach this class.

Twenty-three counties in the Eastern Region regularly teach the Parenting Apart: Effective Co-Parenting classes.

In 2008, the FCS agents had 1968 clients attend the class. Parenting Apart: Co-Parenting was the first fee-based program for UT Extension — Family & Consumer Sciences. The counties in the Eastern Region brought in $31,510. This money supports the Co-Parenting program as well as other FCS programs in the county.

Based on the evaluations completed by the 1968 participants, the following impact was reported by FCS agents through the SUPER system:

- 87% improved knowledge of how divorce impacts children by age/stage of development
- 86% learned effective communication techniques
- 87% plan to decrease exposure of their children to parental conflict

“It’s amazing how much better our communication has been since attending the class—I just wish these classes could be offered prior to marriage.”
Beef

Beef, it's not only what's for dinner, but it is the number one agricultural enterprise in Tennessee. Therefore beef production, management and marketing educational programming is conducted in all 33 Eastern Region Counties.

Examples of programming are:
- Master Beef Producer Program
- Beef College
- Beef and Forage Field Day – Knoxville
- Northeast Tennessee Field Day – Greeneville
- Agriculture Career Day – Greeneville
- Southeast Tennessee Hay Day – Riceville
- Eastern Region 4-H Livestock Expo
- Eastern Region 4-H Pen of Three Show & Sale
- Tennessee Agriculture Enhancement Program with Tennessee Department of Agriculture
- Beef Quality Assurance Program
- Video sales, feeder calf marketing, demonstrations, and personal visits

According to 2008 impact reports and performance appraisal documentation as reported in SUPER by Eastern Region agents, agents conducted over 11,000 hours of programming with 38,000 contacts. Nine hundred twenty three volunteers contributed 1533 hours to this effort.

The total economic impact from beef educational programming in 2008 was:

$3,795,012

This chart illustrates one of many benefits to producers participating in Extension’s beef programming.

UT Extension: Transforming Tennessee
Our past, your future

In 2010, UT Extension and 4-H Youth Development will celebrate 100 years. Counties, regions, 4-H Camps and the state will be celebrating our past accomplishments with clientele, partners and stakeholders. Throughout 2010, as we celebrate our past, all of Extension will be looking toward the future.

What are our 2009 successes?
- 2512 4-H clubs
- 50, 478 youth enrolled in clubs
- 1712 4-H volunteers
- $1,225,300 in TNCEP grant funds
- $4,399,100 Ag. Enhancement dollars
- Homefront to Heartland
- Farmland Legacy Workshop

What does our future hold?
- Operation Military Kids
- Homeland Security Agricultural Liaison Officers
- Destination Imagination
- 4-H Project Citizen
- Oostananla Watershed — $652,000 grant
- 4-H Science, Engineering & Technology (SET)
- E-Wellness