

## Goals AND PERFORMANCE MEASURES

## Value OF EXTENSION WORK

### Federal Goals

Numbers reported for Fort Bend County

#### LEADERSHIP DEVELOPMENT

##### IMPACT:

**33,248** Overall contacts  
**14,075** Educational hours

#### AG & NATURAL RESOURCES

##### IMPACT:

**120,196** Overall contacts  
**34,278** Educational hours

#### HEALTH & SAFETY EDUCATION

##### IMPACT:

**25,592** Overall contacts  
**6,709** Educational hours

#### OVERALL IMPACT:

**179,036** Overall contacts  
**55,059** Educational hours

### Strategic Pillars & County Goals

#### Resource Stewardship

Prioritize research-based educational programming and interdisciplinary collaboration to promote the responsible stewardship and sustainable practices of Fort Bend County's natural resources for both new and established landowners, and across various sectors and industry partnerships.

#### Youth Development

Enhance the programming and resources available to schools and families both of which are necessary to broaden concepts in agriculture, natural sciences, human nutrition, and community health for the next generation of Fort Bend County citizens and leaders.

#### Community Sustainability

Encourage innovation, deliver science-based preventive health programming, and provide the operational support necessary to sustain an environment of readiness, preparedness, opportunity, protection, and resiliency in Fort Bend County cities and communities.

#### Economic Strength

Enhance the efficiency, profitability, and resiliency of agriculture, natural resources, food systems, and local economies in Fort Bend County, the state of Texas, and around the world.

#### Healthy Living

Provide innovative service and educational programming to apply, coordinate, and integrate scientific evidence at the intersection of nutrition, human health, and agriculture.



### Impact in Fort Bend County

**110,279**

Educational Program Participants

**698**

Educational Sessions

**47,469**

Educational Contact Hours

**201**

Promotional Events  
with educational content

**125,120**  
participants

**29,523**

Contacts in 1-to-1 sessions

## VOLUNTEERS

Volunteers play an important role in Extension outreach. "Master" volunteers, advisory committee members, project leaders, and others extend our efforts.

#### Master Gardeners: 167

- Average annual hours per volunteer: 95
- In-kind contribution: \$531,318.85

#### Master Naturalists: 252

- Average annual hours per volunteer 97
- In-kind contribution: \$818,629.56

#### All Extension volunteers in FY 2024: 1,098

- Estimated average hours in total: 54,738
- Total In-kind Contribution: \$1,833,175.62

In-kind contributions based on value of volunteer hour from Independent Sector

**10,005**

Hours reported in TAMED for  
"non-educational" volunteer  
work in 167 sessions

Numbers reported here are collected using the **Texas A&M Extension Data (TAMED)** reporting system, but numbers **only tell part of the story**. Extension Education continues to impact clientele in meaningful ways. Hundreds of stories can be told **about the influence Extension has in individual lives**. The remainder of this report highlights just a few of the programs that are making positive differences in people's lives.

*Staffing changes and reporting adjustments can influence numbers and totals reported.*

## TEAMWORK: AG'TIVITY BARN

"AG'tivity Barn" - a part of the Fort Bend County Fair, hosted by Texas A&M AgriLife Extension, Prairie View A&M Extension, and Fort Bend County 4-H with support from Fort Bend County Farm Bureau. AG'tivity Barn is a multi-faceted agriculture awareness event.

- **Fair dates:** Sep. 29 to Oct 8, 2023
- **School tours:**
  - 499 students
  - 150 Exceptional Rodeo
- **Public viewing:** estimated 55,405 of the fair attendees
- **Topics covered:** corn, cotton, rice, poultry, beef, bees, wildlife, pecans, nutrition, and physical activity



Boys and chicks at the AG'tivity Barn

## COMMUNITY & ECONOMIC DEVELOPMENT

**Prairie View A&M Extension Programs in CED:** The CED program has been built from the ground up since it is a new position. Financial Literacy, Junior Achievement, Grow with Google, and Canva for Small Business Owners programs had 12 sessions with 204 participants and 19 instruction hours reported in FY 24.

## 4-H YOUTH DEVELOPMENT

4-H is a mainstay of Extension programming. Volunteers including 4-H leaders and Master Gardener Youth Activities Committee support enrollment and outreach.

- **Fort Bend County 4-H Clubs Total Enrollment: 551**
  - 406 Club members (3rd-12th grade)
  - 42 Clover Kids (K-2nd grade)
  - 103 Volunteers (registered adult leaders)
- **FY 24 Youth Outreach**
  - Special Interest/Short Term projects: 57 youth/38 hours
  - School Enrichment programs: 4,057 youth/92.5 hours
- **Prairie View A&M Extension Programs in 4-H:** Day Camp, Family Fishing Event, School of Fish, and Cowboy Clinic
  - 32 sessions, 4,383 contacts, 188 educational hours



## AGRICULTURE & NATURAL RESOURCES

- **Owning Your Piece of Texas: Key Laws Texas Land Owners Need to Know** full day workshop with 7 CEUs for Texas Real Estate Commission, 29 participants.
- **Pesticide Applicator Training:** 454 participants, 15 events with opportunity to earn up to 53 CEUs.
- **Master Naturalists:** 258 outreach events reaching 19,642 people
- **Prairie View A&M Extension Programs in Agriculture:** Row Crops, Feral Hog Management, Forestry, Agribusiness Planning, Pollinators, Hemp Production, Rainwater Harvesting, and Gardening Workshops: 9 events, 233 participants

## HORTICULTURE

- **Grow Your Own:** a series of 6 in-person classes based on Earth-Kind principles, 384 attended in person, followed by 697 full views on YouTube
- **Landscape Success:** 7 classes offered via Zoom, 521 participants in real time, 184 full views on YouTube
- **39th annual Regional Vegetable Conference:** a one-day 5-hour in-person event offered 5 CEU's for TDA pesticide applicators license holders and covered a variety of topics, 237 participants and 50 exhibitors and guests for a total of 303 attending
- **Master Gardener Intern Training:** 24 new members completed 48 hours of training and 50 hours of volunteer service

## FAMILY & COMMUNITY HEALTH

- **Walk Across Texas:** 39 adult teams with 235 participants in an 8 - week physical activity program; 43,668 miles, \$1,638,860 economic impact
- **Child Passenger Safety:** 58 child safety seats inspected, 56 new seats installed for families in need
- **Youth workshops:** 95 youth at 9 workshops for sewing, cooking, and recreation
- **Child Care Provider Training:** 78 providers trained in 3 open sessions and 374 Head Start providers trained on site
- **Adult Nutrition:** 40 events with 2,090 contacts in Health Talks, Women's Sports Day, Healthy Ramadan, gardening demos, and beef nutrition (Smokin' Savvy)
- **Better Living for Texans (SNAP-Ed):** 65 events, 766 contacts, 623 educational contact hours
- **Expanded Food and Nutrition Education Program - AgriLife:** 115 events; 1,437 participants; 1,449 educational contact hours
- **Texas Extension Education Association:** 18 members (5 new), 9 monthly meetings with training, 2 district meetings, \$4,900 value of volunteer service.
- **Prairie View Extension Programs in FCH:** Spring Break and Summer "Block Party" 4-day camp for youth, Taste of African-American Heritage, Taste of Latin-American Heritage, Eating Smart Being Active, and Choose Health Food, Fun, and Fitness (CHFFF) were reported with 145 sessions, 214 hours, and 2,335 contacts



National 4-H Week recognition at the County Commissioners Court meeting - October, 2023

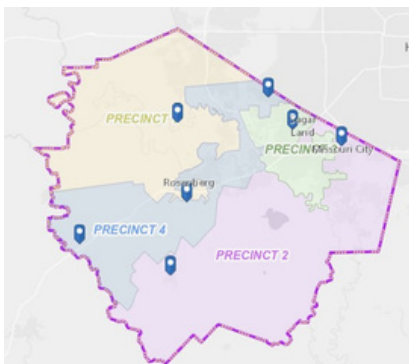
**"I am grateful for the opportunities 4-H offers to my child, the essential life skills they have instilled, and the connection to peers with similar interests that the team has facilitated. I look forward to many more years of participation."**

-Veena Peña, Fort Bend County Resident,  
& 4-H Parent Advisory Board Member

# TEXAS COMMUNITY FUTURES FORUM (TCFF)

TCFF is a **long range strategic planning** process that draws on community input to frame objectives for the next 3-5 years. Forums were held in April with 82 responses collected identifying 120 issues that were condensed into 14 overarching areas to be addressed 2025-2030.

- Foundational Strength of Extension
- Overdevelopment Concerns
- Realistic Individual Development
- Taking Care of Each Other
  
- Betterment through Horticulture
- Environmental Impacts
- Nutrition, Health, and Wellness
- Danger Mitigation
  
- Community Enhancements
- Opportunities: Civic Engagement
- Underserved Youth
- Natural Resources Conservation
- Transportation Challenges
- Youth Development Support in Schools



Sites for TCFF sessions in Fort Bend County



Combining and prioritizing issues at final meeting

One of the biggest events of the year is the Annual Vegetable Conference in February (pic below).



# EVALUATION STRATEGY

Each educator in each program area utilizes a variety of methods to evaluate the effectiveness of their efforts. *Customer Satisfaction Surveys* are administered in at least 2 classes offered by each educator each year. A web-based platform called *Qualtrics* is often utilized for online surveys. Pre- and Post- surveys are often incorporated into curricula. Paper surveys may be administered for participants on-site.

- The TAMED (Texas A&M Evaluation Data) system collects agent and staff report information. Data is combined across the state for the Texas Legislative Budget Board reports. Reports can be collected in a variety of ways such as by individual, unit, county staff, and more.
- TAMED is used to extract data for this Fort Bend County Extension Annual Executive Summary and quarterly updates.
- **This document is only a *brief overview of Extension work in Fort Bend County.*** All components of this report have additional information available.

# RESULTS

TAMED collects data entered by employees. The numbers, below and on page one, represent data collected **September 1, 2023, through August 31, 2024**, specifically for **Texas A&M AgriLife Extension's** faculty members and Fort Bend County staff as entered in TAMED. Report numbers for **Prairie View A&M University Extension** are not represented in these collective totals as the PV staff utilizes a separate reporting system. However, **PVAMU Extension's reach is substantial**, and their work is integral to Extension in Fort Bend County. PV numbers are represented under the subject matter headings in this report.

**In addition to the numbers reported on page one:**

- **94** newsletters with **33,192** contacts were reported.
- **21** notable social media posts reported with **745,905** estimated contacts/views.
- **1,191** individual performance tasks reported with **4,842** hours of engagement.

# SUMMARY

**FY 2024** has been a year of continued growth and adaptation for the Extension office in Fort Bend County.

- A part-time office worker was added to the staff providing extra support and enhanced office coverage.
- The office was briefly fully-staffed at one point in the year. As with any workplace, employees have come and gone as they look for their optimal work environments.
- Current vacancies have been announced and will be filled soon.
- All County Commissioners attended an office conference and visited with staff.
- Four Quarterly updates/Newsletters were distributed in December, March, June, and September.

# FUTURE PROGRAMMING

**FY 2025** will focus on continued growth and development of excellent programming.

- **Texas Community Futures Forum** findings will be incorporated into programming efforts
- An **Urban Partnership Synergy Symposium** will be held along with Harris County on April 22, 2025 with the objective of connecting and facilitating partnerships that strengthen programs and better serve community needs.
- **Urban Program Review and Working Group recommendations** will be applied as directed.

***"I had the best time learning about the programming opportunities that could be available to our urban youth in Connect Fort Bend (4H) through the local AgriLIFE Extension. We could have guest speakers and hands on learning through this partnership! I encourage you to reach out."***

-Vanesia Johnson, participant, after attending a TCFF session

# Our Team

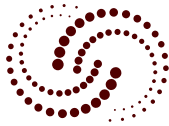
**Our team is a cooperative relationship among staff members funded by:**

- Texas A&M AgriLife Extension Service
- Prairie View A&M Extension
- Fort Bend County

**We are working together to help Texans when and where they need us!**

## ADMINISTRATION

Dr. Amy Ressler, County Extension Director  
Cheryl Wasicek, Administrative Manager  
Doug Staff, Technical Assistant  
Karen Santos, Senior Administrative Assistant  
Norma Diaz, Office Assistant (started Feb 2024)



## 4-H & YOUTH DEVELOPMENT

Danielle Prihoda, County Extension Agent - 4-H Youth Development  
Dr. Willa Williams, County Extension Agent - Urban Youth Development  
Jose Cavazos, PVAMU Extension Agent - 4-H (started Nov 2023)  
Kally Felcman, Livestock Coordinator (left May 2024)  
Jennifer Evanicky, Administrative Assistant 4-H

## AGRICULTURE & NATURAL RESOURCES/HORTICULTURE (ANR/HORT)

John Few, County Extension Agent - ANR (left May 2024)  
Dr. Abdul Hakeem, PVAMU Extension Agent - ANR  
James "Boone" Holladay, County Extension Agent - Hort (left May 2024)  
Brandy Rader, Program Coordinator - Master Gardeners/Master Naturalists  
Lorraine Niemeyer, Administrative Assistant - ANR/Hort

## FAMILY & COMMUNITY HEALTH (FCH)

Leticia Hardy, County Extension Agent - FCH  
Nisa Khan, County Extension Agent - FCH  
Erica Knighton, PV Extension Agent - FCH  
Celeste Feast, Extension Agent - Better Living for Texans  
Sujata Jhangiani, Extension Assistant - Expanded Food & Nutrition Education  
Krystal Wilcox, PVAMU NEA - EFNEP (left Feb 2024)  
Victoria Zwahr, Program Coordinator - FCH

## COMMUNITY & ECONOMIC DEVELOPMENT (CED)

Janelle Johnson, PVAMU Extension Agent - CED



*New staff were introduced at Commissioners Court in December, 2023*



*Fort Bend County and Harris County staff participated in an Urban Programming Workshop (held in the Fort Bend County OEM training room) to discuss planning and collaborate on effective strategies in urban environments in August, 2024.*



*Staff development activities include occasional "pep rallies" and get togethers. We had a purple party to celebrate good health in March, 2024*



*Amy Ressler, County Extension Director, celebrated 30 years with Texas A&M AgriLife Extension Service*



*Cheryl Wasicek, Administrative Manager, celebrated 25 years with Fort Bend County*

