

New Mexico State University

College of ACES

New Mexico Cooperative Extension Service

PROVIDE THE PEOPLE OF NEW MEXICO WITH PRACTICAL, RESEARCH-BASED KNOWLEDGE AND PROGRAMS TO IMPROVE THEIR QUALITY OF LIFE

Jon Boren

Associate Dean & Director, Cooperative
Extension Service

College of Agricultural, Consumer &
Environmental Sciences

LFC Presentation – October 1, 2020



BE BOLD. Shape the Future.

Cooperative Extension Service Request

FY21: \$13,185,900

FY22: \$13,185,900

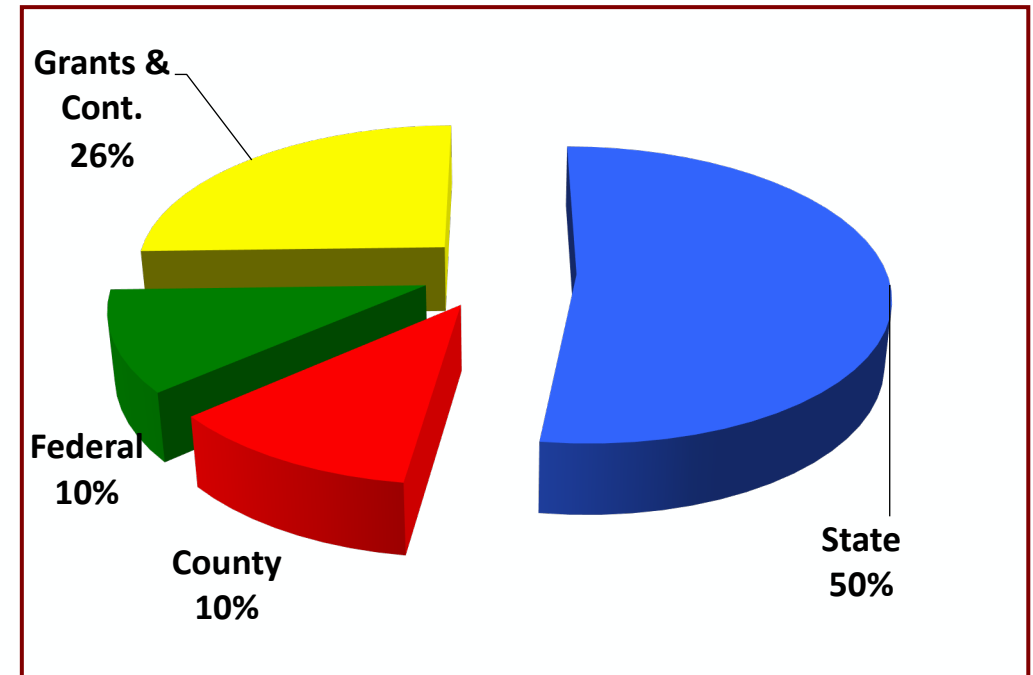
Change: \$0

- The Cooperative Extension Service (CES) is a **State Statutory Program** under Section 76. **CES is also defined and created by the Smith-Lever Act (1914)** to provide New Mexicans with practical, research-based knowledge and programs to improve their lives.
- **CES has evolved and adjusted to the changing needs** of New Mexico stakeholders balancing the continuing need for updated information on “traditional” agricultural subjects as well as addressing innovations in newer subject areas



Cooperative Extension Service Funding Sources

- Total FY20 CES budget \$27.6 million
- State appropriations constitute approximately 50% of the overall budget
- Approximately 80% of budget dedicated to personnel service costs
- State's investment in CES is matched 1:1 through county appropriations, federal appropriations, and grants & contracts



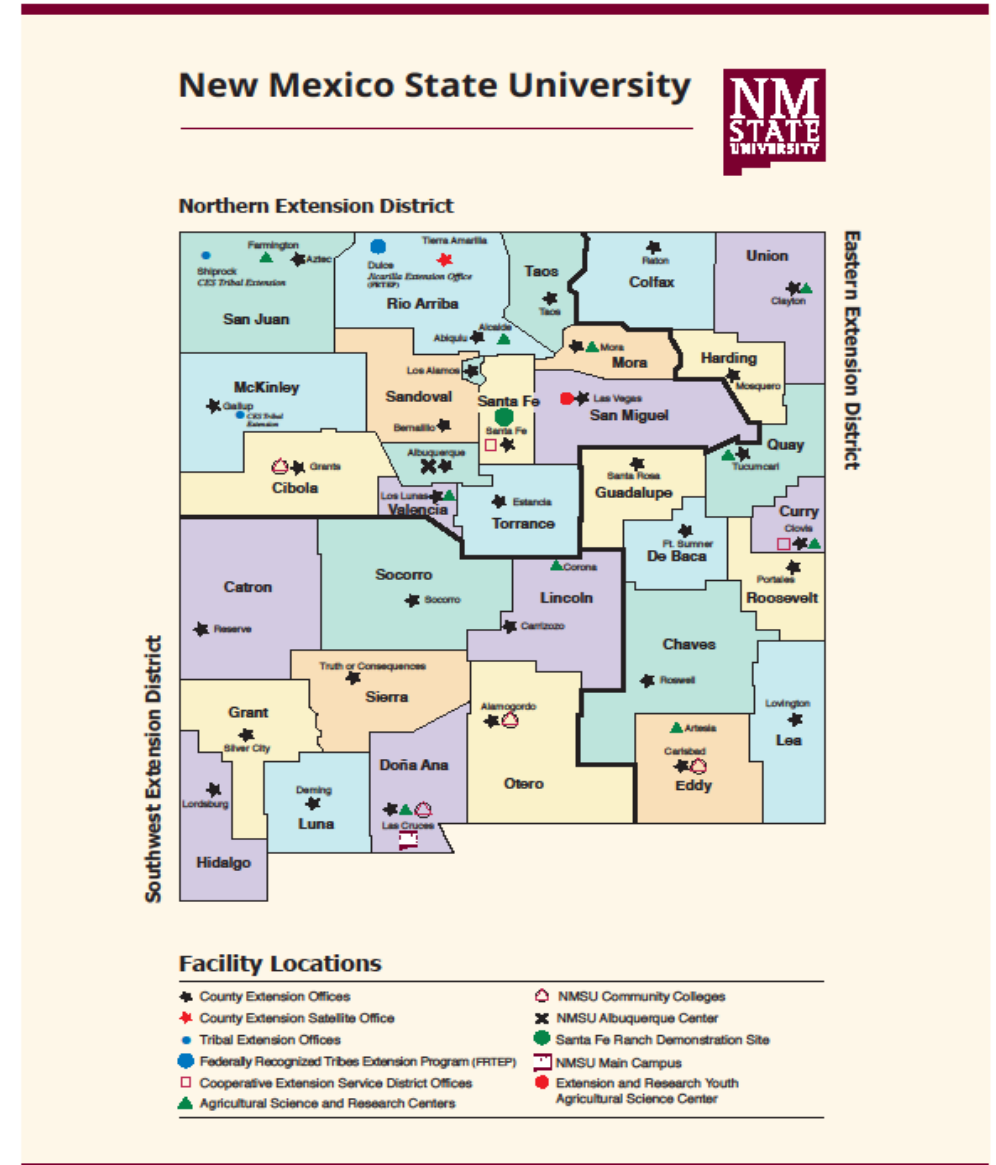
CES Budget Reduction

- The CES FY21 Budget is 4% less than FY20 appropriations
 - HB2 Appropriations: \$13,735,314
 - 4% Budget Reduction: (\$549,141)
 - FY21 Operating Budget: \$13,185,900
- 7 Positions eliminated to off-set budget reductions



Cooperative Extension Service Overview

- 296 permanent faculty and staff
 - 163 Agents/Specialists
 - 101 Staff/Program Assistants
 - 32 Students
- CES faculty are housed in offices in all 33 counties and 54 office locations
- CES faculty are integrated into departments in the College of ACES



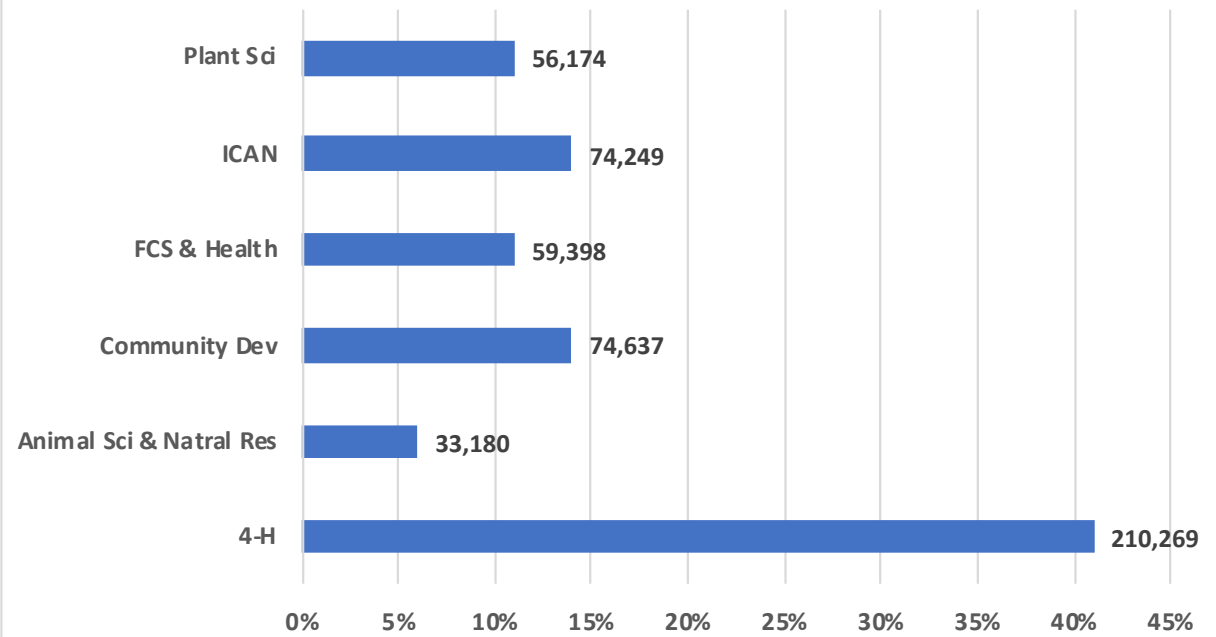
Cooperative Extension Service Overview

- Extension faculty reach over 500,000 New Mexicans (~ 1/4 of the state's population) annually with non-formal educational programs that extend the knowledge of the land-grant university system
 - > 10,500 residents serve as volunteers
 - > \$18M of in-kind contributions

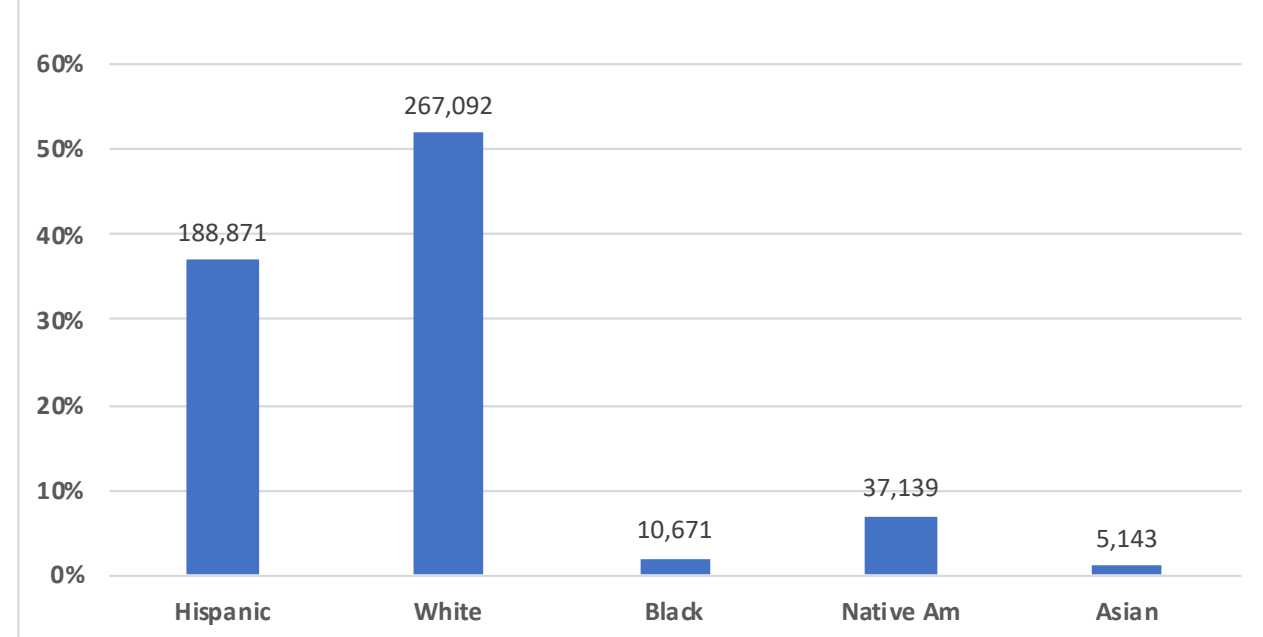


FY19 Demographics

Contacts by Program Areas



Ethnicity



BE BOLD. Shape the Future.

4-H Youth Education Highlights



- NM 4-H program prepares >40,000 young people (1 in 9 NM children ages 5 – 18) annually for the workforce by teaching critical life skills including leadership, management, and communication skills
- > 12,000 gained knowledge and skills related to STEM including biology, computers and electronics
- > 29,000 gained knowledge and skills related to healthy lifestyle choices including fitness, nutrition, safety and substance abuse prevention
 - 4-H youth are 2.5 times more likely to engage in civic involvement, 2 times more likely to participate in STEM programs, half as likely to use drugs, and **4.9 times more likely to graduate from college**



BE BOLD. Shape the Future.



4-H In The School Program



- Eight Albuquerque Schools are participating in program
- Each Friday afternoon, students attend 4-H clubs using 4-H projects and teachers are project leaders
- Documented decreased behavioral issues, increase school attendance, improvement in student subject proficiency, and increase in school-wide scores
 - Absenteeism decreased from 23% to 7%
 - 16% to 47% language arts proficiency from beginning to end of school year
 - School-wide scores increased 6.33 points (0.75 points from “B” school)



Agriculture Highlights

- The Bernalillo County Extension Office demonstration garden is used for hands-on urban horticulture educational programming
 - In 2019, over 450 pounds of fresh produce has been donated to local foodbanks
 - Over 2,000 plants were donated to the “grab-and-go meal distribution program” during the COVID-19 pandemic



Health Highlights



- CES partnered with the UNM Comprehensive Cancer Center for a Southwest Harvest for Health study
 - Study pairs 30 cancer survivors who have completed their primary cancer treatment with 35 local Master Gardeners
 - The “Survivor-Master Gardener” team work together to plan, plant, maintain and harvest seasonal gardens at the survivor’s home
 - Study is currently measuring the effects of gardening on overall health and functioning, quality of life, and more
 - This initial pilot study will be limited to a 60-mile radius of Albuquerque.



Health Highlights

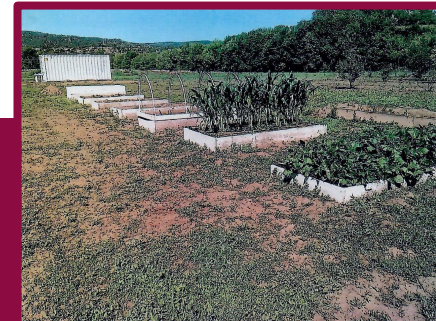
- CES reaches more than 200,000 citizens annually through workshops on nutrition, parenting, and physical fitness
 - CES Nutrition Education Program participants improved nutrition practices by 86%, diet quality by 75%, and physical activity by 69%
 - Saved the state \$10 million dollars in health-related expenses



BE BOLD. Shape the Future.

Economic Development Highlights

- The Agribusiness Accelerator Demonstration & Training Farm goals include:
 1. Increase local production and consumption of healthy food in environmentally sustainable ways
 2. Provide individuals and families with the opportunity to increase their income
 3. Diversify and grow the local/regional economy through the promotion and support of agriculture and agribusiness value-added activities
- To date, the 2-acre farm has been established and prepped for production, farm infrastructure in place including installation of a hoop house, and raised beds constructed
- CES faculty are ready to begin training, mentoring, and supporting a small initial cohort of gardeners subject to NM Public Health and NMSU COVID-19 guidelines and requirements



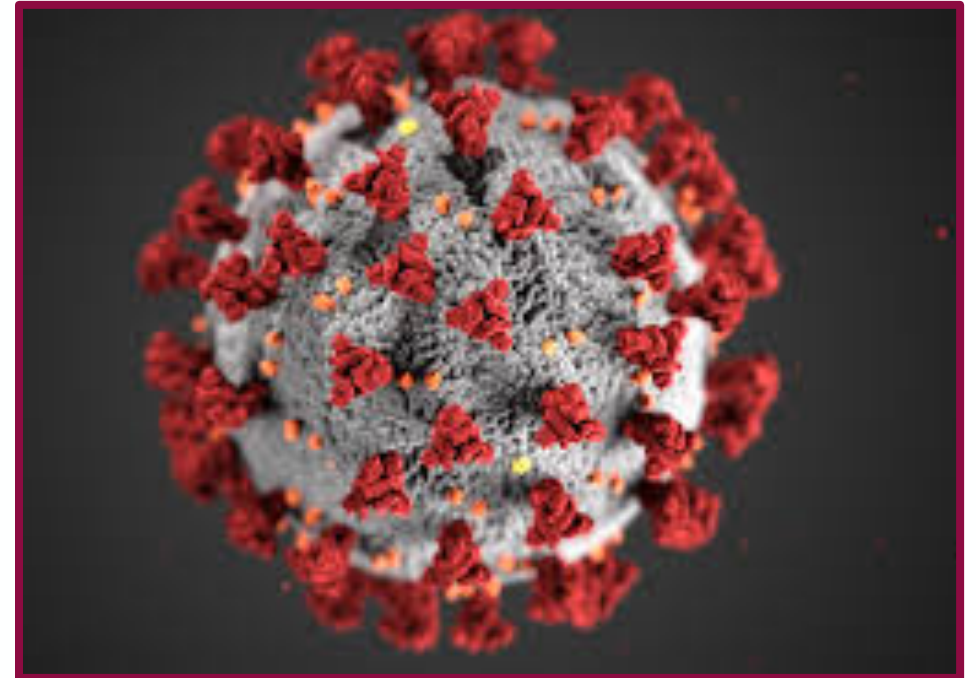
Economic Development Highlights

- CES County Extension faculty and Specialists are assisting in the economic development of the communities in Cibola and McKinley counties affected by the closing of the Escalante Power Plant
- CES is currently:
 1. Developing a proposal for a targeted industry study to determine agricultural opportunities in northwestern New Mexico
 2. Developing curriculum for training beginning farmers on high value crops and marketing practices
 3. In collaboration with Workforce Solutions implementing a virtual jobs fair October 7th targeting unemployment in Cibola County



Cooperative Extension Response to COVID-19

- CES faculty and staff innovated and pivoted their Extension programming beginning in March of this year to respond rapidly to the critical issues for New Mexico families and communities related to the COVID-19 pandemic
- CES will continue to assist New Mexicans as they re-establish their personal and professional lives during the recovery phase



CES COVID Response – Agriculture

- **Dairy farms** are at increased risk for the spread of COVID-19 due to close working conditions
- Occupational health experts from UT School of Public Health partnering with experts at NMSU Dairy Extension to develop, deliver and evaluate a training program addressing COVID-19 in the U.S. dairy industry
- Training materials will be recorded and made available online, free of charge
- Program funded by UDSA/AFRI to develop, deliver, and evaluate training resource for dairy producers and workers



CES COVID Response – Economic Development

- To assist rural NM counties' collaborative regional efforts to strengthen retail, entertainment, accommodations, and tourism business sectors the **Create Bridges Project** was created to:
 - Raise awareness of the important role rural businesses play in the local economy
 - Identify the challenges and barriers negatively impacting the businesses
 - Develop and implement strategies to enhance the success of businesses
- Create Bridges Project takes on even a greater role with the COVID-19 pandemic in the economic recovery and transformation for distressed New Mexico counties with vulnerable industries and employment
- Extension faculty received a multi-year (\$300,000) grant from the Southern Rural Development Center and the Walmart Foundation to implement this program



CES COVID Response – Family Wellness

- The COVID-19 pandemic has many New Mexicans experiencing a significant amount of stress
- Extension FCS agents created a statewide four-part stress management web series
- ***Stress Management: Thriving in Today's Demanding World*** provides information on resiliency, impacts of stress on the brain and body, positivity, and self-care
 - Weekly webinar topics focused on practical strategies to manage stress and build resilience in these challenging times
- 241 participants reported an increase in knowledge of stress management and resilience and confidence in ability to manage stress



CES COVID Response – Youth

- Due to COVID-19 restrictions, New Mexico's **first virtual State Leadership Conference** was held
- 253 youth received > 12 hours of educational workshops on topics including bullying, creating a podcast, careers, nutrition, and food safety
- 4-H at Home Platform
 - Youth have experienced disrupted learning and social-emotional trauma this since Spring with stay-at-home orders
 - Making 4-H experience easily accessible to youth, families and local communities anytime, anywhere is of critical importance
 - Innovative technology solution to help ensure youth people don't fall behind in their academic and social emotional development



Contact Information

Jon Boren

Agricultural, Consumer, and Environmental Sciences
Cooperative Extension Service

<https://extension.nmsu.edu>

(575) 646-3015; Email: jboren@nmsu.edu



BE BOLD. Shape the Future.