

Report Of **1997**  
Current And Final Projects

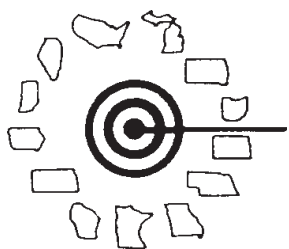


**The Northeast Regional Center for Rural Development**

**Publication No. 73**

# REGIONAL RURAL DEVELOPMENT CENTERS

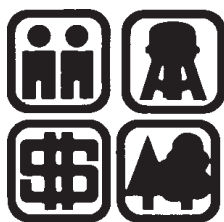
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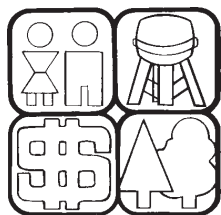
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## FOREWORD

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The Northeast Regional Center for Rural Development (Northeast Center) is delighted to present the documented accomplishments of research and extension projects for 1997. Principal investigators of Center-funded projects have collaborated across disciplinary and jurisdictional boundaries to achieve extraordinary outcomes on behalf of the 15 member land-grant University system in the Northeast. In many instances, they have forged public and private partnerships to better serve the 59,000,000 plus residents in the Northeast region.

These projects also are a tribute to the Northeast Center Technical Advisory Committee members and Board of Directors members whose insight and advice strengthen project development.

This publication is available on the Northeast Center Web Page: (<http://www.cas.nercrd.psu.edu/>).

We invite you to use any of the information from the electronic or printed media.

**Progress and final reports of projects are available free of charge from the Northeast Regional Center for Rural Development.** You can either download and print them from the Northeast Center's website or call for a hardcopy version.



## AN OVERVIEW

The Northeast Regional Center for Rural Development is one of four regional rural development Centers in the nation. The Centers conduct integrated programs of research and extension to improve the social and economic well-being of non-metropolitan communities in the respective regions. The Northeast Center is located at Penn State. Other Centers are located at Iowa State University (North Central region), Oregon State University (Western region) and Mississippi State University (Southern region).

The Northeast Center supports the individual state efforts of the fifteen land-grant institutions in the twelve Northeast states and the District of Columbia. The Center supports a network of scientists and extension staff from a variety of disciplines across the region who identify relevant research and educational issues, and develop strategies for addressing them.

Funding is secured mainly through the United States Department of Agriculture's Cooperative State Research, Education, and Extension Service, and the Economic Research Service. Extramural funds for special projects also have been received from the Farm Foundation and the W. K. Kellogg Foundation.

Established in 1972, the Center provides a base for coordinating the academic leadership of rural development faculties from the land-grant institutions in the Northeast. More specifically, the Center's responsibilities include:

- Establishing public/private resource networks by linking research and extension faculty with priority rural development issues in the region;
- Anticipating and establishing regional research and extension priorities for the region;
- Providing competitive grants for applied research and extension project seed monies; (Often seed monies are sufficient to complete research and extension projects, however, some projects have become regional research projects or have expanded with funds from foundations or other organizations.)



- Facilitating regional exchanges of rural development projects and procedures through educational workshops and conferences;
- Publishing and disseminating research findings and extension educational information;
- Providing visiting faculty members the opportunity to work on special rural development project(s) at the Center; providing publications, conferences, interest networks, task forces, research projects, and program development assistance to encourage professional development of land-grant university and field-based research and extension faculties.

## THE ORGANIZATION

Regional participation is a critical factor in the success of the Northeast Regional Center for Rural Development. The organizational structure is designed to foster active involvement of states in program determination.

### BOARD OF DIRECTORS

The board of directors is composed of administrators from the region's 1862 and 1890 land-grant institutions; Cooperative State Research, Education, and Extension Service—USDA; Economic Research Service—USDA; and public and private sectors. The Board establishes policies and programming emphases. Members serve a three-year term.

### TECHNICAL ADVISORY COMMITTEE

The Technical Advisory Committee is composed of faculty from the region's 1862 and 1890 land-grant institutions, one representative from USDA-CSREES and members of the State Rural Development Councils. Members serve a three-year term. The Technical Advisory Committee (TAC) functions at the land-grant campus level to identify current and future program needs in individual states. Their input aids the Center in assessing regional needs and identifying strategies to meet these needs. Specific TAC functions include:

- Reviewing and advising on current and planned program activities;





- Reviewing, evaluating, and recommending research and extension priorities;
- Advising on policy matters;
- Assessing Center resource needs to support programming efforts and to determine future directions;
- Evaluating the effectiveness of Center programs in accomplishing goals through its approved program of work;
- Assisting with the coordination of functions between various institutions, and the extension, research, and resident instruction program efforts.

### CLIENTELE

Rather than working directly with community-based clients, the Center works with the following intermediaries who carry out liaison and leadership roles in rural development research and extension programs:

- Research and extension faculty, both university based and field based;
- Land-grant administrators;
- Private and public policymakers at state, regional, and national levels;
- Community decisionmakers, organizational leaders, and other rural development professionals.

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If we had no winter, the spring would not be so pleasant: if we did not sometimes taste of adversity, prosperity would not be so welcome.

– Anne Bradstreet, *Meditations Divine and Moral*

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### CENTER PROJECTS

The Northeast Center provides funds and supports services to teams of researchers and educators who help communities address rural issues and concerns in the region. Through its involvement in activities addressing critical issues, the Northeast Center encourages regional cooperation in conducting multi-disciplinary research and extension programs. The Center provides seed money for a limited number of projects. Emphasis is placed on specific issues identified through the advisory process. This publication lists projects that were completed or nearly completed during 1997; provides a brief synopsis of each project; identifies principal investigators, project team members, and their affiliated institutions.



## CENTER PUBLICATIONS

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### Implementing Local Business Retention and Expansion Visitation Programs

A set of materials on Business Retention and Expansion (BR&E) Visitation programs is available for purchase from the Northeast Regional Center for Rural Development. BR&E Visitation programs catalyze local economic development efforts by creating a team of local leaders to help the community improve its business climate. These materials are designed to help guide community leaders through the process. The materials were written by Scott Loveridge, extension associate professor at West Virginia University; and George Morse, professor and extension economist at University of Minnesota; and are based on years of research and experience in the field. Both authors are active members of Business, Retention and Expansion International.

The BR&E package includes a notebook, marketing brochures, five training booklets (complete with CD-ROM for easy duplication) and a video. Price: \$40 (one to nine packages), \$38 (ten to twenty-four packages), \$36 (twenty-five or more packages), \$6 (set of booklets only). These prices do not include shipping.

For more information on the BR&E materials, visit: (<http://www.cas.nercrd.psu.edu/Publications/BR&E/bre.html>).

### Pathways from Poverty Educational Network

Unlike publications that focus primarily on just identifying problems, this resource guide offers sound solutions and highlights agencies, state by state, that are working to help families and communities alleviate poverty. This resource guide is based on the Northeast Regional Pathways from Poverty workshop held in Boston, Massachusetts, September 1995, as well as the continuing efforts of the Pathways from Poverty state teams in the Northeast Region. The poverty resource guide features profiles of Pathways visionary Gene Summers, former president of the Rural Sociological Society's Task Force on Persistent Poverty; plenary session speakers: Virginia Schein, internationally known organizational psychologist most noted for her groundbreaking work in sex role stereotypes; John Gaventa, rural sociologist and Communities in Economic Transition Initiative team member; and Leif Jensen, rural sociologist and demographer, Penn State.

The workshop was sponsored by joint efforts of the Northeast Regional Center for Rural Development through Cooperative State Research, Education, and Extension Service funds, Farm Foundation, and the W. K. Kellogg Foundation. The resource guide was made possible by a grant from the W. K. Kellogg Foundation.

"The Pathways from Poverty Educational Network" is available in limited quantities from the Center and also is available on the Northeast Center webpage. (<http://www.cas.nercrd.psu.edu/Publications/Pathways/pathways.html>).

### Network Newsletter Redesigned

*Network*, the Center's quarterly newsletter was redesigned to a one-page preview sheet and electronic format. The preview sheet is mailed out to advertise articles that appear in an on-line newsletter. Articles can then either be printed from the on-line version, or requested in hard-copy from the Center. This has proven to be an effective, yet economical, way to disseminate information. The newsletter is available at: (<http://www.cas.nercrd.psu.edu/Newsletter/newsletter.html>).

### Website

The Center's website has seen greatly increased traffic over the past year. From a Calendar of Events to the soon to be released, "Community: A Biography in Honor of the Life and Work of Ken Wilkinson" (the Center's first "virtual" book), there should be something of interest to everyone.

So what is on the Northeast Center Website?

- Center Publications
- Funding Information
- Progress and Final Reports of Center Projects
- Links to other websites focused on rural issues
- Calendar of Events (conferences, courses, funding)
- Center History, Goals and Staff
- "Community: A Biography in Honor of the Life and Work of Ken Wilkinson"

Check it out . . .

<http://www.cas.nercrd.psu.edu/>

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## **GOAL 1: TO IMPROVE ECONOMIC COMPETITIVENESS AND DIVERSIFICATION**

Major socio-economic shifts such as globalization are affecting the ability of small towns and rural places to maintain productive and sustainable economies. Rural economies are particularly taxed in adapting to these changes because of their small size, geographic isolation, low population density, lack of employment diversification, and traditional dependence on natural-resource based industries and routine manufacturing. Applied research and extension can help public and private decision makers adjust to: a) structural realignments affecting the economic bases of rural economies, b) cyclical trends in the national and global economies, and c) more effective transportation and information linkages which increase rural-urban economic integration. The Centers focus on ameliorating problems and facilitating potential opportunities.

### **Extension Projects/Activities**

#### **1998 National Extension Tourism Conference**

Principal Investigators: Norm Bender, Tourism Conference Chair, University of Connecticut Cooperative Extension Service; Daryl Heasley, Northeast Regional Center for Rural Development; Ernie Hughes, Southern University; Glenn Kreag, Tourism Center and Minnesota Sea Grant; Diane Kuehn, New York Sea Grant; Julie Leones, University of Arizona; James Maetzold, USDA/NRCR; Gary Peterson, Penn State; Dave Sharpe, Montana State University; Bonnie Teater, Southern Rural Development Center; Bob Townsend, University of Vermont Extension System; Mike Woods, Oklahoma State University; and Allan Worms, University of Kentucky.

The Center has taken the leadership in coordinating the annual National Extension Tourism Conference. The conference will be held May 17-20, 1998, at the Holiday Inn, Grantville, Pennsylvania. The theme is "Tourism Innovations: Development, Policy, & Markets." The five tracks include: 1) Public Policies, Issues, Challenges, and Opportunities; (2) The Role of Tourism in Local Economies; (3) Enhancing the Visitor Experience; (4) Specialized Tourism Niches; and (5) Expanding Tourism Opportunities. Integrated tours, poster sessions, exhibits/displays, concurrent and plenary sessions are designed to operationalize these tracks. A post conference workshop entitled "Assessing the Economic Impacts from Tourism" will be held on May 20, 1998.

Key words: extension tourism conference, development, markets, policy.

For more information about this conference, check out the following website: (<http://www.cas.nercrd.psu.edu/NTC/ntc.html>) or contact:

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#### **Natural Resources Income Opportunities for Private Land Owners Conference**

The Center is contributing to the support of the conference "Natural Resources Income Opportunities for Private Land Owners." This conference will be held April 5-7, 1998, in Hagerstown, Maryland. It will focus on legal aspects, marketing plans, enterprise diversity, and entrepreneurial development topics.

Key words: natural resources, income opportunities, private landowners.

For more information about this conference, contact:

Jonathan Kays  
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Keedysville, MD 21756  
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#### **Community-Based Food Processing Strategies in the Northeast**

Principal Investigator: Duncan Hilchey, Ag Development Specialist, Cornell Farming Alternatives Program.

A Cornell University extension specialist is developing detailed case studies of four community-based food processing incubators (FPIs). To date, two case studies have been conducted in Ohio and West Virginia. Each food processing incubator program uses a different approach. One involves a centralized facility, and the other a decentralized network



of small existing kitchens (e.g., restaurants). These case studies are providing valuable insights into the operations of food processing incubators. The specialist also will participate in training Northeast Extension staff on community-based food processing strategies at the Pennsylvania Association of Sustainable Agriculture's (PASA's) Annual Farming for the Future Conference; this conference is scheduled February 6, 1998. A publication on Value-Adding and Sustainable Agriculture will be produced and available this summer. Included in this handbook will be community-based strategies for supporting small-scale food processing.

**Key words:** local food processors, incubators, community development, economic development, Hazard Analysis of Critical Control Points (HACCP).

For more information about this project, contact:

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## Research Projects/Activities

### Role of Cooperatives

**Principal Investigator:** Milton C. Hallberg, Professor and Interim Head, Dept. of Ag Economics and Rural Sociology, Penn State University Park campus.

Travel and meeting expenses were provided to bring together researchers from Cornell, Ohio State and Penn State to examine the emerging role of cooperatives in today's global economy.

**Key words:** cooperatives, global economy.

For more information about this project, contact:

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## GOAL 2: TO SUPPORT MANAGEMENT AND STRATEGIC PLANNING FOR ECONOMIC INVESTMENT

The ability of local officials to provide public policy direction in response to demands imposed by federal and state mandates, and to provide adequate public services depends on the capacity of local resources. Unlike urban society with its vast human resource base of full-time politicians, effective leaders, technical experts, and administrators, the human resource base of rural localities is significantly reduced. Local officials often work full-time jobs in addition to serving as leaders in their communities. If rural localities are to sustain themselves and deal with the issues they face, their leaders must have the support and acquire the technical knowledge of how to develop strategic plans, generate policies, effectively manage and administer their local resources, and capitalize on future opportunities to effectively meet the increased and mandated demands of rural society. Applied research and extension efforts will be linked to support and enhance rural community governance through continuous dialogue in order to be most useful, workable, approachable, and timely.

## Extension Projects/Activities

### Business Retention and Expansion

**Principal Investigators:** Tom Ilvento, Associate Professor, Food and Resource Economics, University of Delaware; Scott Loveridge, Associate Professor and Director, Division of Community and Economic Development, West Virginia University; and George Morse, Extension Economist, University of Minnesota Extension Service.

Extension specialists from the University of Delaware, University of Minnesota and West Virginia University conducted five national business retention and expansion master consultant training sessions in the US and Canada. Three additional training sessions are planned nationally, and three more will be offered within the Northeast region, most likely in Maine, Pennsylvania and West Virginia. Materials are being translated into French for use in Morocco and Canada, and into Polish for use in Poland. Retaining and expanding existing business is an effective alternative to industrial recruitment. The community development approach to solving business problems is what makes these materials and this training so appealing. The materials were written by George Morse, Minnesota



Cooperative Extension Service, and Scott Loveridge, West Virginia University Cooperative Extension Service. Support for the development of the materials was provided by the Northeast Regional Center for Rural Development. In addition to Morse and Loveridge, Tom Ilvento, University of Delaware Cooperative Extension Service, assisted and conducted training sessions.

**Publication:** Loveridge, Scott, and George Morse. "Implementing Local Business Retention and Expansion Visitation Programs." Northeast Regional Center for Rural Development, The Pennsylvania State University, University Park, Pennsylvania, April 1997.

**Key words:** business retention and expansion, community development, community sustainability.

For more information about this project, check out the Northeast Center's website: (<http://www.cas.nercrd.psu.edu/Publications/BR&E/bre.html>) or contact:

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**The journey of a thousand miles begins  
with one step.**

**- Lao-Tzu**

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## **Promoting Capital Planning in Northeast Rural Governments**

**Principal Investigators:** Michael R. Hattery, Research Associate; and Duane E. Wilcox, Senior Extension Associate, Cornell Local Government Program; Timothy Kelsey, Assistant Professor, The Department of Ag Economics and Rural Sociology, Penn State University Park campus; Kevin J. Smith, Director of Community Economic Development, NYS Tug Hill Commission.

A Penn State Cooperative Extension Specialist and a Cornell University researcher and extension specialist worked with local government officials and commissions to enhance the knowledge and capacity of cooperative extension personnel and other assistance providers to help rural governments in New York and Pennsylvania implement a multi-year fiscal financial planning system with *Capital Plus* software. Two workshops were conducted during the summer of 1997. Forty-six participants attended the workshops: thirteen two-member teams of local government assistance providers and rural officials from communities in New York and Pennsylvania, and representatives from four other Northeast states.

Pennsylvania and New York teams have begun implementing this system and are committed to working with a cluster of nearby local governments to implement capital planning. The representatives from the other Northeast states expressed interest in exploring whether the *Capital Plus* approach could be modified at reasonable cost for use in their states. A special follow-up session was conducted with each of these state representatives. Project staff discussed interest in follow-up and developed a plan of action for each state attending. Project leaders from the New York team have agreed to work with leaders in Maryland, New Hampshire and West Virginia. The packet of training notes and materials from those workshops have been adapted into a training manual entitled "Capital Planning Training Materials: Prepared to Help Rural Governments Develop Capital Plans Using *Capital Plus* Software." Additional support for this project was provided by the Appalachian Regional Commission and the US Economic Development Administration.

**Publications:** Hattery, Michael, Duane Wilcox and Timothy Kelsey. "Capital Planning Training Materials: Prepared to Help Rural Governments Develop Capital Plans Using *Capital Plus* Software." Ithaca: Cornell Local Government Program, September 1997.

Hattery, Michael, Duane Wilcox and Timothy Kelsey. "Insights for Implementing Capital Plans in Rural Governments." Ithaca: Cornell Local Government Program, September 1997.

**Key words:** capital planning, Capital Plus software, local budgeting for rural jurisdictions, local rural governments.

For more information about this project, check out the final report on the Northeast Center's website: (<http://www.cas.nercrd.psu.edu/projects.html>) or contact:

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stability. The portfolio analysis will be highlighted in the documentary report.

**Key words:** New England, policy, regional economies, rural economic development, rural economic growth, rural industries.

For more information about this project, contact:

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## Research Projects/Activities

### Portfolio-Based Development Policy Alternatives for the New England Economy

**Principal Investigators:** L.J. Moffitt, Professor; Daniel A. Lass, Associate Professor; P. Geoffrey Allen, Professor; and Ozoemena Nnaji, Research Assistant, Department of Resource Economics, University of Massachusetts—Amherst.

Researchers from the University of Massachusetts—Amherst are studying the role that rural industries might play in the development of a portfolio for the New England economy. This study will assess how limited public funds should be allocated to provide maximum benefits. In particular, it will focus on the development of rural industries and the timing of economic cycles in rural and non-rural industries. Results of this project should be useful to policy officials and lenders in New England. Rural industries may benefit if credit obstacles are reduced through the availability of objective, scholarly information on rural industry trends and contributions to general economic stability. Basic data and information on rural industries in New England have been collected from a number of sources. A framework for the documentary report has been identified, and statistical analysis of data is underway. Once developed, this model will be used to assess the impact and potential impact of rural industries on regional economic

### Manufacturing Success in the Nonmetropolitan Northeast

**Principal Investigators:** Stephen M. Smith, Professor of Agricultural Economics; Kathleen K. Miller, Project Associate; Willis Lewis, Jr., Graduate Research Assistant, Department of Agricultural Economics and Rural Sociology, Penn State University Park campus.

The continuing overriding challenge for rural development is to find ways to generate employment opportunities in the face of forces that make this a daunting task. The nature of the rural economy has changed sufficiently that the principal cause of economic stress in much of nonmetropolitan America has been attributed to the poor performance of rural manufacturing. This “manufacturing problem” has been particularly evident in the Rust Belt states of the Mid-



Atlantic and New England regions. Nevertheless, a set of nonmetro counties in the Northeast region remained specialized in manufacturing from 1950 to 1990, and another set showed sizable manufacturing employment growth during the 1980s.

This study examined in depth three sets of Northeast nonmetropolitan counties that (1) maintained a manufacturing concentration (23 counties), (2) increased manufacturing employment (35 counties), and (3) counties that were not able to maintain a manufacturing employment base (34 counties). The overall objective was to determine reasons for relative success in maintaining manufacturing employment in the region that apparently is the least favorable location for manufacturing. The study was conducted at two complementary levels. The first utilized county-level secondary economic, social and spatial data to examine characteristics that are different among the sets of counties. The characteristics examined were selected from previous research, standard location theory, and the product-profit life cycle theory.

The second level employed mail surveys of 563 local development and government officials to determine if a relationship exists between the economic development actions employed in the different sets of counties, and their relative success in maintaining manufacturing employment. A useable response rate of 51.2 % was obtained (288 responses), with responses from 91 of the 92 counties.

The results of the study will provide information that will help policy makers to more effectively and efficiently use scarce development resources.

**Publications:** Lewis, Willis, Jr., and Stephen M. Smith. "Community Economic Development Activeness and Manufacturing Employment Change." Department of Agricultural Economics and Rural Sociology, Penn State University, Staff Paper 311, April 1997.

Abstract published in the *Agricultural and Resource Economic Review*, Vol. 26, No. 1 (October 1997).

Lewis, Willis, Jr. "Manufacturing and Economic Development in the Nonmetropolitan Northeast." Masters Thesis, Department of Agricultural Economics and Rural Sociology, The Pennsylvania State University, 1997.

**Papers presented at:**

1. The Southern Regional Science Association Annual Meeting, Memphis, TN, April, 1997.
2. The Northeast Agricultural and Resource Economics Association Annual Meeting, Sturbridge, MA, June 1997.

**Key words:** rural economic development, manufacturing employment, community economic development activeness.

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### **Factors Influencing Local Decision-Maker's Choice of Economic Development Policies**

**Principal Investigators:** Scott Loveridge, Associate Professor and Director, Division of Community and Economic Development, West Virginia University; and Tom Ilvento, Associate Professor, Food and Resource Economics, University of Delaware.

Extension specialists are examining why local decision-makers in rural areas choose either business retention and expansion (BR&E) strategies or industrial recruitment as a means of economic development. This study will draw from the disciplines of economics and sociology. The outcome will be a better understanding of incentives for policy adoption. As incentives are better understood, specialists and agents will be better prepared to design extension programming in economic development.

**Key words:** local attitudes towards industrial recruitment, business retention and expansion.

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## **GOAL 3: TO CREATE CAPACITY THROUGH LEADERSHIP**

Agendas of local citizens and decision-makers in small and rural localities are becoming more controversial, complex, and technical. Increasing societal awareness of various issues such as concerns about the environment and natural resources; roads, highways, and infrastructure; environmental impacts; waste management and water quality; fire protection; and law enforcement; health care and recreation; education and social service; liability insurance and risk management; and changing local economies and changing local economic export and tax bases places new burdens on rural leaders and administrators and requires a breadth of decision making on a scale not previously faced in rural localities. Educational programs based upon research, experience, and demonstrated need for local users will be continually upgraded and adapted as appropriate for the clientele.

### **Extension Projects/Activities**

#### **Public Issues Education and Collaborative Problem-Solving in the Northeast: Building Cooperative Extension's Capacity Through Partnerships**

Principal Investigators: Cornell University: David Pelletier, Dept. of Nutritional Sciences; David Kay, Local Government Program; Tahnee Robertson, Program on Environmental Conflict Management; Lisa Hicks, NYS Dispute Resolution Association; Penn State University Park campus: Charles Abdalla, Dept. of Ag Economics and Rural Sociology; and Barbara Gray, Center for Research in Conflict and Negotiation.

A state-level overview is being conducted of cooperative extension's involvement in public issues education (PIE) in the Northeast. Related work in other organizations with dispute resolution activities or capacities also will be identified. Intensive work is being carried out in New York and Pennsylvania, and contacts in Delaware and Maryland have expressed a strong interest in collaborating. The final phase of the project involves bringing together project participants, state-level collaborators, and other key contacts to evaluate project results and lessons learned, and to plan follow-up work.

**Key words:** community dispute resolution, public issues education, public policy education.

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### **Research Projects/Activities**

#### **Identifying Factors Leading to Effective Local Conservation Commissions**

Principal Investigators: Christine Negra, Research Coordinator; and Lois Frey, Regional Chair, Central Region; University of Vermont Extension System.

An applied research project is documenting successful and unsuccessful strategies used by conservation commissions in New Hampshire and Vermont to conserve natural resources and to integrate community needs into decision-making. Findings will enable extension and other education and service agencies to improve and expand their assistance to existing conservation commissions and to towns and cities considering establishing one. This research will assess the importance of conservation commissions as a local tool for natural resource conservation and citizen empowerment. It will document successful and unsuccessful strategies used by conservation commissions to protect local resources and integrate community needs into natural resource decision-making. Findings from this study will benefit conservation commissions in other Northeastern states by identifying factors that lead to success in local conservation action. Understanding the educational, support, and resource needs of conservation commissions can contribute to renewed vitality for these important local institutions by improving the quality of Extension programming for conservation commissioners.

**Key words:** conservation, rural communities, community involvement, local government.



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## Rural Development Analysis Network Conference

The Center contributed to the support of the conference "Rural Development Analysis Network." The conference was held November 6-7, 1997, in Kansas City, Missouri. Researchers from fifteen states met to study the capability of gaining direct access to generating state by state analysis tools for use in labor and fiscal policy issues of local communities within these states.

**Key words:** input/output, modeling, labor analysis, fiscal policy issues

For more information about this project, contact:

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## GOAL 4: TO ASSIST IN FAMILY AND COMMUNITY ADJUSTMENT TO STRESS AND CHANGE

Consistent with the premise that all people regardless of age, race, ethnic origin, or location should have equal access to the services they need for social well-being, our research and education programs respond to the fact that existing services in rural areas are not meeting the special needs of diverse populations such as youth and the elderly, poor and disadvantaged individuals and families, and culturally diverse audiences. Service areas that require special attention include housing, nutrition, health, education, transportation, and communications. To address these

differences, our research and education programs focus on assessing the delivery of services to rural communities, families, and individuals; informing policy makers and others of their unique human service needs; and collaborating with other groups and organizations to search for ways to meet these needs. Our research and extension objective is to improve the understanding of issues, choices, and possible policy initiatives of rural service providers, consumers, policy makers, and their communities.

## Extension Projects/Activities

### Distance Learning in Extension Programming

**Principal Investigator:** Ann M. Rhinesmith, Family and Consumer Sciences Educator, Rutgers Cooperative Extension of Warren County.

A Rutgers University Cooperative Extension Specialist is studying ways distance learning/education can be used as a method for conducting learner-centered educational programming. The overall goal of the project is to begin to design, integrate, and implement subject specific distance learning experiences for extension clientele in New Jersey. This information will be shared with extension educators throughout the Northeast region and beyond.

**Key words:** learner-centered education, distance learning.

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### Marketing Enhanced Financial Well-Being: The MONEY 2000 Video

**Principal Investigators:** Barbara O'Neill, Family and Consumer Sciences Educator; Patricia Brennan, Rutgers Cooperative Extension Service; and Barbara Bristow, Cornell Cooperative Extension Service.

The objective of MONEY 2000 is to encourage participants to save and/or reduce debt by \$2,000 by the end of the year

2000. A 6.5 minute long video describes the logistics of the MONEY 2000 program, and the second half features soundbites from “real people” who describe specific ways to increase savings and reduce household expenses and debt. “Money 2000: Start Today” is helping to promote enrollment in the MONEY 2000 program. As of February 1, 1997, 842 New Jersey households have enrolled and reported aggregate savings and debt reduction exceeding \$150,000. The video was distributed widely to extension personnel within the region and nation, and to financial counselors at several military bases.

**Publications:** O’Neill, B., Brennan, P., & Bristow, B. (1996). “MONEY 2000: Marketing improved financial well-being.” In D. Godwin (ed.) Proceedings of the Eastern Family Economics & Resource Management Association (EFERMA), Athens (GA), 128-129.

O’Neill, B., (1996) “Where Am I Going To Find \$2,000 To Save?” and “So Where Do I Put That \$2,000?” Rutgers Cooperative Extension fact sheets are currently undergoing external review for use throughout New Jersey. Rutgers and Cornell Cooperative Extension also are both producing quarterly “MONEY 2000” participant newsletters and press release packets for distribution as newspaper articles.

**Conference Presentations:** The team of O’Neill, Brennan, and Bristow conducted a workshop and showed the video about MONEY 2000 at the 1997 AAFCS annual meeting in Washington, DC. They also presented a workshop about MONEY 2000 at the 1997 Extension Galaxy Conference.

**Key words:** financial well-being, family financial management, saving money, debt reduction, instructional video.

For more information about this project, check out the Northeast Center’s website: (<http://www.cas.nercrd.psu.edu/projects.html>). Printed copies of the article are available by contacting the Northeast Center.

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**A ship in harbour  
is safe, but that is  
not what ships are  
built for.**

**– William Shedd**

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You also may contact the principal investigators:

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## Life Skills Training Program

**Principal Investigators:** Timothy Rollins, Associate Professor; and Edgar Yoder, Associate Professor, Ag & Extension Education, Penn State University Park campus.

A Life Skills Training program for youth was researched, developed and piloted in several communities in New York and Pennsylvania. This preventive program informs teens and youth of the dangers of drugs and alcohol usage, and it offers them the skills needed to resist risky behaviors. The program relies on a tiered mentoring system of adults to teens and teens to youth. The program is offered to youth at a crucial time when pressures have the most influence on them, the age of fifth- and sixth-graders. The teens enabled the children to see what problems they will face in high school and how to properly handle those tough situations. The Life Skills Training program proved that teens make very positive role models and are very likely to have a great influence on children. Not only did the program offer positive reinforcement for the younger children but for the teens as well. Through teaching, teens learned more about drugs and alcohol and also about life skills such as improving assertiveness. Not only did relationships develop between children and teens, but between adults and teens as well. Through the relationship they developed with their role models, the children also learned that high school offers many options other than drugs, like clubs and sports. The children were able to leave the program with positive attitudes about their ability to say no to drugs and alcohol and a positive outlook toward high school and the future. It made them more aware of their surroundings and what they’ll encounter in later years.

**Publication:** Kims, Amanda. “Life Skills Training—Reinforcing Resistance to Drugs & Alcohol Through Teen



Role Models: Impact Series.” Northeast Regional Center for Rural Development, The Pennsylvania State University, University Park, Pennsylvania, December 1997.

**Key words:** prevention, 4-H, life skills, teen-youth mentoring.

For more information about this project, check out the follow-up article on the Northeast Center’s website: (<http://www.cas.nercrd.psu.edu/Publications/impacts.html>). Printed copies of the article are available by contacting the Northeast Center at the address listed on the back of this publication

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### Teen Assessment Project (TAP) Impact

**Principal Investigators:** Charlotte Cross, 4-H & Youth Development Specialist, University of New Hampshire Cooperative Extension Service; Judith Graham Colburn, Human Development Specialist - Child and Family, University of Maine Cooperative Extension Service; and Ellen Rowe, Associate Professor, University of Vermont Cooperative Extension System.

A program that created community awareness about youth-at-risk was developed, piloted and implemented in rural communities in Maine, Vermont and New Hampshire. The Teen Assessment Project helped youth, parents, educators and communities become aware of the problems faced by youth-at-risk and the importance of offering education, health programs and support to them. Prompted in part by TAP, programs that contribute to the healthy development of youth and teens have developed in several communities involved with this project.

**Publication:** Nelson, Steve. “Teen Assessment Project—Creating Community Awareness About Youth-at-risk: Impact Series.” Northeast Regional Center for Rural Development, The Pennsylvania State University, University Park, PA, September 1997.

**Key words:** Teen Assessment Project, youth-at-risk, community youth program.

For more information about this project, check out the follow-up article on the Northeast Center’s website: (<http://www.cas.nercrd.psu.edu/Publications/impacts.html>). Printed copies of the article are available by contacting the Northeast Center at the address on the back of this report. Contact the principal investigators for more information:

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### Great Beginnings

**Principal Investigator:** Patricia Tanner Nelson, Family and Child Development Specialist, University of Delaware.

An existing newsletter series that focuses on the critical years of childhood has been adapted and made accessible through a site on the world wide web.

**Key words:** emotional development, child development, parenting skills.

For more information about the *Great Beginnings* series, check out the newsletter website: <http://bluehen.ags.udel.edu/deces/gb/> OR contact:

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## Research Projects/Activities

### Consumer Credit Management Practices of Northeastern Residents

Principal Investigators: Cathy F. Bowen, Assistant Professor—Extension Specialist, Consumer Issues, and Lief Jensen, Associate Professor, Rural Sociology, Penn State; Geri Mason, County Extension Director and Extension Agent, University of Maryland—Eastern Shore; and Mary Ann Paynter, Extension Educator, Delaware Cooperative Extension, Delaware State University—Dover.

A researcher and extension specialist from Penn State teamed up with extension specialists from Delaware State University and the University of Maryland—Eastern Shore to assess the consumer credit knowledge of rural poor and ethnic minorities and determine their use and management practices. An educational program that focuses on the wise use of consumer credit was developed and offered to a diverse extension audience. In-service workshops also were offered to extension educators in several states in the Northeast. Two additional Northeastern states, New York and New Jersey, have duplicated the curriculum for distribution to all counties.

Additional outcomes include: (1) A teacher guide/curriculum that can be used by educators to deliver programs on consumer credit. A copy of this guide has been sent to each state organization involved in this project: Delaware, Maryland and Pennsylvania. (2) A set (36) of color transparencies that are appropriate for use with all audiences. (3) Two additional Northeastern states, New York and New Jersey, have duplicated the curriculum for distribution to all counties. (4) One of the cooperating agents was recognized at the 1996 National Extension Association of Family and Consumer Sciences for a doctoral study that is a spin-off from this project. (5) Additional impacts of the project are expected as articles are submitted for publication in professional periodicals and proposals are submitted for presentation at professional meetings.

**Key words:** consumer credit, consumer education, credit education, rural poor, ethnic minorities.

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### Obtaining Care: Self-Care Practices and Barriers to Accessing Health Care Services Among Poor Families with Children in the Rural Northeast

Principal Investigators: Deborah Bray Preston, Associate Professor, School of Nursing; and Cathy D. Kassab, Research Associate, Institute for Policy Research and Evaluation, Penn State University Park campus.

Through in-depth personal interviews, two Penn State researchers will study and describe the types of health care access barriers encountered by rural poor families in New York and Pennsylvania. Researchers also will describe these families' reactions to health care barriers; investigate and describe ways in which families cope with illness through self-care practices and self-treatment; and explore the consequences of illness for their well-being.

**Key words:** self-care, rural health care practices, rural Northeast health care barriers.

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## GOAL 5: TO PROMOTE CONSTRUCTIVE USE OF THE ENVIRONMENT

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If the quantity and quality of natural resources are to be maintained for current and multi-future uses, rural society must change from a traditional approach of management and use to a more holistic perspective, one that is guided by and in tune with a multi-objective approach. This approach must accommodate the differing objectives of rural resource owners, residents, urban dwellers, and the general public who rely on rural land, air, and water resources for sustenance, recreation, and aesthetics. Rural society must shift toward constructive use of their resources, incorporating current production uses with regeneration and preservation practices for future generations. This change will require an adjustment from single-use practices to more multiple-use strategies. Applied research and extension programs will factor into environmental issues resolution both positive and negative influences such as demographics, economic, social, aesthetic, and political variables as programs are formulated and activated to assist decision makers who grapple with these public issues.

### Extension Projects/Activities

#### Extension Publications Focusing on Sustaining Rural Landscapes: The Critical Link Between Environment and Community

Principal Investigators: Rural Sociology: Mildred Warner, Charles Geisler, Tom Lyson, Judy Green, Beth Barham; Fruit and Vegetable Science: Lois Levitan; Agricultural Resource and Managerial Economics: Nelson Bills; Nutrition: Jennifer Wilkins; Center for International Studies: John

Oakley; Western Societies Program Cornell Cooperative Extension: Lucy Joyce, Judy Schneyer; American Farmland Trust: Jerry Cosgrove.

This project explored how links between environment and community can be strengthened to sustain the rural landscape in the urbanizing fringe. The objective was to explore innovative concepts that could be applied to practical work of landscape protection and land use planning. Our thesis is that sustainability of communities and natural landscapes is enhanced by policies and behaviors which purposively strengthen community social ties, and recognize and respond to biophysical constraints.

Two extension oriented publications have been produced for distribution in the Northeast and beyond. "Sustaining the Rural Landscape by Building Community Social Capital," describes organizing strategies used by cooperative extension agents in the urban fringe to link agricultural, environmental and economic development interests to preserve agricultural land as open space. "Agricultural and Farm Land Protection Boards: Linking Agricultural and Broader Community Interests," describes a new policy tool for rural landscape preservation which is voluntary, effective and brings together broader community coalitions in support of rural landscape preservation. The publications are available directly through the Community Development Reports series of the Community and Rural Development Institute (CaRDI) of Cornell University or may be located at their website: (<http://www.cals.cornell.edu/dept/cardi/>).

Publications: Warner, Mildred, Clare Hinrichs, Judy Schneyer, and Lucy Joyce. "Sustaining the Rural Landscape by Building Community Social Capital." Community Development Research Briefs and Case Studies, Cornell Community and Rural Development Institute, Volume 5, No. 2, Fall 1997.



Bills, Nelson, and Jerry Crosgrove. "Agricultural and Farmland Protection Boards." Community Development Research Briefs and Case Studies, Cornell Community and Rural Development Institute, Volume 5, No. 3, Fall 1997.

**Key words:** rural, land use, extension, social capital.

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### **Ground Water Festival Enhancement for "Meet the Plants" and Future "Splash20" 4-H Workshops**

**Principal Investigator:** Pamela L. Paletta, 4-H Agent and Home Economist, Penn State Cooperative Extension of Washington County. **Project Collaborators:** Washington County School district (thirteen schools will be involved in 1997), Conservation District, Washington County Groundwater coalition volunteers, California University (site of festival), League of Women Voters, Extension Homemaker volunteers, 4-H volunteers, Washington and Jefferson College professors, Department of Environmental Protection and volunteers from many other agencies.

The Northeast Center contributed to the support of workshop materials for "The Children's Groundwater Festival." This festival educates 6th graders about groundwater and the environment. All workshops presented are "hands-on." The mini grant will help provide the 4-H project book "Meet The Plants" - Penn State, 4-H project book "Splash20" - Ohio State, and information from the booklet "Impact of Disposing of Household Cleaning Products in Wastewater Treatment Systems" - North Carolina University as well as "The Price is Water Game" - Ohio State.

**Key words:** groundwater festival, school enrichment, youth education.

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### **Environmental School Enrichment**

**Principal Investigator:** Patricia Wells, 4-H Program Assistant, School Enrichment Coordinator, Penn State Cooperative Extension of Centre County.

This project will pilot environmental teacher/leader kits in Centre county elementary schools. It will enhance the traditional 4-H programs "At Your Disposal," "Adopt A Tree," and "Endangered Species" by integrating a variety of active learning experiences for students and curriculum guides to help teachers understand and provide instruction in environmental education. These materials will help teachers and leaders expand and develop environmental concepts that promote awareness of finite natural resources, and the need for conservation and stewardship of the environment.

**Key words:** education, environmental, school enrichment, stewardship.

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**To teach is to learn twice.**

**- Joseph Joubert**

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