University of Nebraska Southeast Research and Extension Center

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### Clientele Demographic and Economic Profile

#### Population
- 1,084,316 (63%) of Nebraska's total population (2000 census)
- Continuing in-migration trend
- Over 75% of all minority individuals in Nebraska
- 97% of all Nebraska African Americans

#### Income
- Roughly 60% of Nebraska’s population living in poverty
- Fully 50% of the poor in the district are found in Douglas County
- Relatively high median household incomes in metropolitan counties
- Pockets of lower median household incomes throughout the district

#### Agriculture
- Approximately 27% of all Nebraska farms
- 14% of Nebraska farm land
- 40% of all farms smaller than 180 acres (average for Nebraska is 885 acres)
- Annual agriculture market value of over $2 billion

#### Stakeholders
- 33 State Senators
- Agri-business stakeholders
- Non-agriculture business stakeholders
- Mayors of two largest Nebraska cities
- Most visible extension district to regents and NU System Administration
- Most visible extension district to governor

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### The Counties We Serve
* Burt * Butler * Cass * Cuming * Dodge
* Douglas * Gage * Jefferson * Johnson
* Lancaster * Nemaha * Otoe * Pawnee
* Polk * Richardson * Saline * Sarpy
* Saunders * Seward * Washington * York

The University of Nebraska Southeast Research and Extension District is part of the Cooperative Extension Division of the Institute of Agriculture and Natural Resources (IANR). Cooperative Extension specializes in developing and delivering educational programs that impact individuals; their families; their farms, ranches and businesses; and their communities.

The District includes 21 counties of Southeast Nebraska. Our funding sources include federal, state, grant and county dollars. The people in Southeast Nebraska reside in urban neighborhoods, suburban neighborhoods, medium size communities, small towns and on acreages. A high percentage of our population commutes to work each day to the large urban centers. Approximately 138,000 youth or 37% of the states total are served by our youth development and 4-H program efforts.

Our research-based information helps people make more informed decisions on issues that affect their economic, environmental and social well-being.
District Issue Teams

Regional Program Efforts

Programs Making a Difference

- Acreage Owners Workshop
- Ag Magnet School - Mead
- Agri-Tourism
- Ag Awareness – Urban middle school youth
- Child Care Provider Conferences
- Crop Management Diagnostic Clinics
- FoodTalk World Wide Web Newsletter
- Kimmel Education and Research Center
- Land Use Management Program
- Lawn & Garden Central Web Site
- Leading with Character – middle school youth
- Living with Diabetes
- Master Navigator and E-Commerce Web Courses
- ServSafe Training Restaurant Food Services Workers
- Soybean and Feed Grains Profitability Project
- Unicameral Youth Conference
- Urban Realtors Association Pest Management Training
- Water Festivals for Youth

Youth Team
(Focuses on all aspects of traditional and nontraditional, formal and nonformal youth development)

Programs include: Character education, real colors, citizenship, mentoring, Washington focus, SERIES, poverty simulation.

Agriculture Team
(Focuses on acreages, small farms, large farms, the changing agriculture structure, and agribusiness)

Programs include: Beef Basics, soils, EQIP, precision farming, computerized financial record keeping, swine nutrition, cyst nematode, irrigation, youth ag awareness, acreage living.

Family Life Team
(Focuses on family strengths, parenting, child care, aging and financial management)

Programs include: Early childhood education, Farm Alarm, immunization, attention deficit/hyperactivity disorder, family communication, child care.

Healthy Lifestyles Team
(Focuses on food safety, nutrition, health care, time management and aging population)

Programs include: Food safety, diabetes, general nutrition, teen nutrition, sports nutrition, osteoporosis, ServSafe

Environmental Sustainability Team
(Focuses on water quality, waste management, air quality, horticulture, and pest and wildlife management)

Programs include: Radon, asbestos, mold, lead, indoor air quality, termite, head lice, cockroach, Indian meal moth in food banks, youth water festivals, drinking water, wastewater treatment, hazardous waste, urban horticulture, urban lakes and wetlands.

Community Vision Team
(Focuses on diversity, urban/rural issues, brain drain/retention, infrastructure, and housing)

Programs include: Master Navigator, E-commerce, leadership, community technology committees
Extension Profile

Faculty and Staff
- 56 Extension Educators
  - 53 state funded
  - 3 grant/contract funded
- 3 grant/contract funded
- 50 Associates/Assistants/Aides
  - 31 county funded
  - 8 grant/contract funded
  - 11 state and federal funded
- 1 Youth Development Specialist
- 1 Interim Director

Faculty Contributions and Accomplishments
- Provide leaders for 9 state extension action teams
- Provide leadership for national extension groups
- Authors of numerous University of Nebraska extension publications
- Authors of nationally-recognized web pages
- Authors of state, and nationally-delivered extension programs
- Recipients of significant grants to the University of Nebraska
- Recipients of numerous, prestigious University, state, and national awards

VISION
The Southeast Research and Extension Center provides outstanding educational programs that make a difference in the lives of Nebraskans. SEREC is recognized statewide and nationally as a model for successful development, delivery and evaluation of premier educational programs.

4-H Program
Currently, the Southeast District reaches approximately 74,098 youth through the 4-H Program. Over 35,000 youth are being reached through a variety of school enrichment programs and special interest programs offered through 4-H. Each year, approximately 1,300 youth are reached through the Eastern 4-H Center in Gretna. The Southeast District 4-H Programs are supported at the grassroots level by over 8,000 teen and adult volunteers; at the county level by County 4-H Council and County Extension Staff; and at the district level by staff and clientele serving on a variety of committees supported by the work of an Extension 4-H Youth Development Specialist.
## Goals

### Working With Stakeholders
- Working with key issue team advisory groups.
- Working with elected officials – networking, marketing impact and identifying needs.
- Extension Board – training and networking
- Working with Department Heads in the IANR and other NU Departments to establish linkages.
- Working with key decision makers in the Southeast District on issues important to their communities.

### Funding and Accountability
- Continue to support technology hardware and software for faculty and staff.
- Secure grant dollars for special projects.
- Provide mini-grant dollars for special issue team projects.
- Develop an ARDC/SEREC business center to improve our accountability marketing and computer support.

### Communication
- Regular phone bridges.
- Web-site communication.
- Provide both electronic and written newsletter.
- Meet with the staff advisory committee.
- Meet with special district committees – unit leaders, student recruitment, extended education, technology and issue team leaders.

### Urban Programming
- Market urban program accomplishments
- Assess program needs.
- Write grants to address urban needs.
- Network with department heads and other NU campuses to establish linkages for Urban Programming.

### Front Door Image
- Southeast District facility/image update.
- Enhanced availability and accessibility
- Create an effective and useful web page for the District.

### Staffing Strategies & Staff Development
- Work to recruit diverse staff and meet the needs of a diverse audience.
- Meet with staff on their program goals and professional development plan.
- Assist staff in improving reports to EARS.
- Create avenue for staff to be involved in department research as outlined in the program review.
- Develop a staffing strategy to meet the program needs in Southeast Nebraska. Involve staff and extension boards in discussion of these strategies.