Family & Consumer Sciences
State Program Leaders’
Annual Meeting
NEAFCS
Big Sky, MT
September 14-15, 2016

USDA NIFA
NATIONAL INSTITUTE OF FOOD AND AGRICULTURE
Overview

• Review of NIFA and DFCS Organizational structure
• Program priorities in DFCS
• Ideas for engaging to tell your stories
• NIFA Annual and DFCS Year in Review Reports
• What’s ahead in the DFCS?
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<thead>
<tr>
<th>Family Well-Being Team</th>
<th>Community Vitality Team</th>
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<tr>
<td>Beverly Samuel</td>
<td>Brent Elrod</td>
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<td>Behavioral Economics</td>
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<td>Ahlishia Shipley</td>
<td>I’eisha Williams</td>
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<td>Sylvia Montgomery</td>
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<td>Shaniqua Briggs</td>
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<td>Sonny Ramaswamy</td>
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Division of Family & Consumer Sciences

As the population continues to grow and diversify, our quality of life increasingly depends on family well-being and community vitality as a shared priority for all Americans.

Through research, education, and extension, NIFA's Family & Consumer Sciences programs provide resources that support community vitality and strengthening family well-being in partnership with the Land-Grant University and Cooperative Extension System. Family & Consumer Sciences strengthens families, farms, communities, and the economy by focusing on the human and community aspects of food and agriculture and addressing priority issues through scientific research and its application; strategic partnership with federal, state, and local agencies; extension education; and preparing the next generation of Family & Consumer Sciences professionals.

GOALS

Increasing family well-being by focusing on traditional Family & Consumer Sciences programs in research, education, and extension including:

- Child and Family Development
- Financial Capability
- Adult Development and Aging
- Health and Wellness
- Housing and Environmental Health

Advancing community vitality by focusing on the socio-economic potential of rural/urban interdependence and addressing the critical needs of people and places through:

- Workforce Development
- Community Resource and Economic Development
- Rural Health and Safety
- Urban Extension
DFCS Priorities

Family Well-being
• Child and Family Development
• Financial Capability
• Nutrition, Health and Wellness
• Housing and Environmental Health

Community Vitality
• Workforce Development
• Community Resource & Economic Development
• Rural Health and Safety
• Urban Extension
Family Well-Being

IMPORTANCE OF FAMILY WELL-BEING

Family well-being is vital to thriving communities. Families who are able to make informed decisions, manage their basic needs, and tackle pressing human and community issues are better equipped to lead happy, healthy lives. A range of factors can affect family well-being, and investments in families contribute significantly to the social, psychological, and economic development of our nation.

The Division of Family & Consumer Sciences (DFCS) efforts to promote family well-being focus on traditional Family & Consumer Sciences programs in research, education, and extension including:

- Adult Development and Aging
- Child and Family Development
- Financial Capability
- Health and Wellness
- Housing and Environmental Health

NIFA’s family well-being portfolio is critical to community vitality.

NIFA’S IMPACT

In partnership with the Land-Grant University and Cooperative Extension System, DFCS supports research, education, and extension to empower all families to achieve optimal well-being by:

- Fostering quality care, development, and support for families across the lifespan
- Enhancing family resource management and financial decision-making

Community Vitality

IMPORTANCE OF COMMUNITY VITALITY

What differentiates a thriving community from one that struggles? When choosing to put down roots, what are the “deal makers and breakers” that families and businesses cite? Is there a formula that can be employed that communities can aim for to increase their chances of long-term vitality and growth? These are among the many questions land-grant universities and community and economic development extension specialists seek to answer through sound science and education. Through exploration of key community and economic development interests like leadership, workforce development, entrepreneurship, civic engagement/volunteerism, community planning and disaster preparedness, faculty and agents discover and share evidence-based and promising practices that build upon existing strengths, while responding to community concerns.

The Division of Family & Consumer Sciences (DFCS) supports community vitality by focusing on the socio-economic potential of rural/urban interdependence and addressing the critical needs of people and places through:

- Workforce Development
- Community Resource and Economic Development
- Rural Health and Safety
- Urban Extension

NIFA’s community vitality portfolio is critical to family well-being.

NIFA’S IMPACTS

In partnership with the Land-Grant University Cooperative Extension System, DFCS supports research, education, and extension to empower all families to achieve optimal well-being.
NIFA’s Division of Family & Consumer Sciences promotes community vitality, strengthening individual and family well-being, and supporting 4-H and positive youth development, through Capacity & Competitive grant programs:

- Agriculture Risk Management Education Partnerships (ARME)
- Assessing Gaps in Extension Education Evaluation Resources
- Farm Business Management Benchmarking (FBMB)
- Farm Safety: AgrAbility – Assistive Technology for Farmers with Disabilities and Youth Farm Safety Education Certification Program
- Food and Agriculture Defense Initiative (FADI - EDEN)
- National Extension Sustainability Summit (NESS)
- New Technologies in Ag Extension (NTAE – eXtension)
- Regional Rural Development Centers (RRDC)
- Rural Health Safety Education (RHSE)
- Small Business Innovation Research – Phase I and II (SBIR 8.6)
- SBIR Outreach, Training and Technical Assistance (SBIR-OTTA)
- Smith-Lever Special Needs
NIFA’s Division of Family & Consumer Sciences promotes excellence in research, academics and outreach that fosters family well-being and community vitality through Interagency and Cooperative Agreements:

- [Asian American Pacific Islander Resource Center](#) (AAPIRC) {USDA RD, NRCS, FSIS}
- [Community Assessment & Education to Promote Behavioral Health Planning & Evaluation](#) (CAPE) {HHS SAMHSA}
- [Healthy Homes Partnership](#) {HUD}
- [Local Food Resource Mapping](#) (LFRM) and [Agriculture Marketing Service Training & Technical Assistance](#) (AMSTA) {USDA AMS}
- [Military Family Support Programs](#) (MFSP) {DoD, AF, Army, DoDEA}
- [Stronger Economies Together](#) (SET) Phase VI {USDA RD}
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<tr>
<th>NPL</th>
<th>Project Name</th>
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<td>Balsano</td>
<td>Agricultural Safety and Health Research and Extension</td>
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<td>Land Grant University Innovation Diffusion Enhancement</td>
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<td>Health, well-being, and economic opportunity for LGBT persons in rural communities</td>
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<td>Addressing the Rural Development Concerns of the Rural West</td>
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<td>University-Community Intermediaries: Supporting Informed Decision-Making Around Polarized Issues</td>
<td>NEERA1501</td>
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<td>Samuel</td>
<td>Personal Protective Technologies for Current and Emerging Occupational and Environmental Hazards</td>
<td>NC170</td>
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<td>Shipley</td>
<td>Interactions of individual, family, community, and policy contexts on the mental and physical health of diverse rural low-income families</td>
<td>NC1171</td>
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<td>Renewing an Agriculture of the Middle: Value Chain Design, Policy Approaches, Environmental and Social Impacts</td>
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<td>Behavioral Economics and Financial Decision-Making and Information Management Across the Lifespan</td>
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<td>The Great Recession, Its Aftermath, and Patterns of Rural and Small Town Demographic Change</td>
<td>W3001</td>
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New Multi-State Research Project

• Aging in Place
  – Initial planning stage
  – Currently housing specialists and representation from USDA Rural Housing
  – Seeking Demographers, Sociologists, Evaluators, Gerontologists, and other subject matter experts
Select Interagency Committees/Working Groups/Commissions

- Centers for Medicare & Medicaid Services Caregiver Workgroup
- Coalition of Organizations for Disaster Education
- Federal Interagency Work Group on Child Abuse and Neglect
- Financial Literacy Education Commission
- Healthy Homes Interagency Partnership
- Let’s Move! Child Care Federal Partner Team
- National Extension Relationship and Marriage Education Network
- President’s Task Force on Environmental Health Risks and Safety Risks for Children
- Secretary’s Opioids Working Group
- State Energy Extension Partnership
- White House Council on Indoor Air Quality
- White House Taskforce on Resilient Design Construction
DFCS Initiatives

• The Visiting Scholars program provides an opportunity for faculty and administrators to enhance their growth while working with federal-level colleagues.

• The Master Family & Consumer Sciences Volunteer Program is a national volunteer training and involvement initiative.
  http://www.masterfcsvolunteerprogram.info/index.html
Master Family & Consumer Sciences Volunteer Program

Toolkit for Volunteer Development

www.masterFCSvolunteerprogram.info

The Master Family & Consumer Sciences Volunteer Program provides core training that increases the capacity of Extension volunteers to help people make informed decisions, enhance their quality of living, and meet unique challenges affecting their families, farms, communities, and the economy.

WELCOME & OVERVIEW OF MODULES

MODULE 1: Cooperative Extension
LESSONS:
- Cooperative Extension History
- Family & Consumer Sciences History
- Family & Consumer Sciences Volunteers

MODULE 2: Leadership & Public Policy
LESSONS:
- Effective Communication
- Diverse Audiences
- Facilitation Skills

MODULE 3: Marketing & Branding
LESSONS:
- Branding Family & Consumer Sciences
- Value of Family & Consumer Sciences
- Value of Volunteers
Master Family & Consumer Sciences Volunteer Program

How is it structured?

**Cooperative Extension**
- Cooperative Extension History
- Family & Consumer Sciences History
- Family & Consumer Sciences Volunteers
- Family & Consumer Sciences Core Programs

**Leadership & Public Policy**
- Effective Communication
- Diverse Audiences
- Facilitation Skills
- Resource Development

**Marketing & Branding**
- Branding Family & Consumer Sciences
- Value of Family & Consumer Sciences
- Value of Volunteers
- Telling Our Story
Family & Consumer Sciences strengthens families, farms, communities, and the economy by focusing on the human and community aspects of food and agriculture and addressing priority issues through scientific research and its application; strategic partnership with federal, state, and local agencies; extension education; and preparing the next generation of Family & Consumer Sciences professionals.

Southern Chair: Laura Stephenson  
(865) 974-7384  
laura.stephenson@utk.edu

Vice-Chair: Leslie Speller-Henderson  
Secretary: Cherry Kay Smith  

Northeast  
Kathleen Morgan  
(848) 932-3661  
morgan@AESOP.Rutgers.edu

North Central  
Dawn Contreras  
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contrer7@anr.msu.edu

Western  
Roxie Dinstel  
(907) 474-2426  
rrdinstel@alaska.edu

http://www.aafcs.org/aboutus/FCSbrand.asp
The Regional Rural Development Centers link the research and educational outreach capacity of the nation’s public universities with communities, local decision-makers, entrepreneurs, families, and farmers and ranchers to help address a wide range of community and economic development issues.

### FY16-17 Contacts

**North Central Center for Regional Rural Development**
Michigan State University
(517) 353-9172
ncrcrd.msu.edu
mskidmor@msu.edu

**Northeast Center for Regional Rural Development**
Pennsylvania State University
(814) 863-4656
nercrd.psu.edu
sgoetz@psu.edu

**Southern Rural Development Center**
Mississippi State University
(662) 325-3207
srdc.msstate.edu
srdc@ext.msstate.edu

**Western Rural Development Center**
Utah State University
(509) 797-9732
wrdc.usu.edu
don.albrecht@usu.edu

Rural America COUNTS

Rural areas and the people who work there fuel the US economy, with:

- **70%** of the nation's land area is rural.
- **74%** of land in farms and **72%** of the water area are used in rural areas.
- **57%** of mining and quarrying jobs and about half of all hydro and geothermal electric power generation employment.
- **67%** of all forest land, over one third of B&B Inns, and most national parks.

A strong Rural America...

...is good for All Americans!

The numbers presented here are based on 2013 rural county definitions, images courtesy of Twitter (camping scene), and USDA (bottom photos).
Extension Risk Management Education is delivered through four regional centers that provide grant funding and leadership within their regions. The Digital Center provides technology support for Extension Risk Management Education and to the Centers.

**FY16-17 Contacts**

**North Central Center**  
University of Nebraska - Lincoln Extension  
(402) 472-2039  
ncerme.org

**Northeast Center**  
University of Delaware Cooperative Extension  
(302) 831-6540  
nerme.org

**Southern Center**  
University of Arkansas Division of Agriculture  
(501) 671-2165  
srmec.uark.edu

**Western Center**  
Washington State University Extension  
(509) 477-2168  
westrme.wsu.edu

**Digital Center**  
University of Minnesota Extension  
Center for Farm Financial Management  
(800) 234-1111  
cffm.umn.edu

https://nifa.usda.gov/program/extension-risk-management-education-program
Data Gateway

• NIFA’s one portal approach to improve transparency and access to our grant portfolio

• **NIFA Funding by Congressional Districts**

• **Project Based Search Highlights**
Help Tell the Story

• **USDA Monthly Themes**
  – September 2016: *Tapping into the Entrepreneurial Spirit of Rural America: Creating Jobs and Economic Opportunity in Rural Communities*
  – Submit a blog. Scott Elliott can provide guidance, selliott@nifa.usda.gov

• **Impacts**
  – Send fact sheets, news article links, publication pieces to impactstories@nifa.usda.gov. Contact Kelly Flynn, kflynn@nifa.usda.gov
  – Twitter: Use #NIFA impacts to post impacts (found at https://twitter.com/hashtag/NIFAimpacts?src=hash)
  – kglobal: *Ag is America*, Ashley Hawn: ashley.hawn@kglobal.com; 202.734.9039
One example of how impacts statements are used at NIFA.

This infographic was highlighted on the NIFA website, e-boards, and in other communications outreach.
Telling Our Stories

- Highlight programs through infographics at flickr

- Guest bloggers

- NIFA Clips
Year in Review

• Highlighted:
  – New Program Structure
  – Interagency Collaborations
  – Grant Programs
  – Interagency Agreements
  – Stakeholder Recognitions
  – Staff Recognitions

Click here to view report
What’s Ahead?

• Filling of two vacant positions
  – Rural Sociologist
  – Behavioral Economist

• Preparation for New Political Administration
  – Transitional documents
  – New emerging priorities
What’s Ahead?

• Assessing System Gaps in Extension Education Evaluation Resources and the Need for National Extension Education Evaluation Portal

• Informational portal
What’s Ahead?

• Support for volunteer component of Cooperative Extension Health Framework

• New Knowledge Area proposed for disaster preparedness, mitigation, response, and recovery (pending final approval)

• Adult Development & Aging Work Group
In Summary

- Seek funding opportunities from NIFA
- Share Stakeholder feedback—important to identify needs and gaps
- Commit to tell your stories — highlight your successes
For additional information
Contact:

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