

## Community and Rural Development

OCES's nationally recognized Community and Rural Development Program provides educational and technical assistance to help local leaders and residents promote self-sustaining, long-term economic and community development appropriate to their specific situations. As such, educational and training programs focus on a wide range of concerns and issues: Attracting new businesses, expanding existing industry, tourism development, value-added enterprises, product/services research, market analysis, consumer and client opinion surveys, effective customer relations, local or county infrastructure development, and many others. A particular focus of the program is to empower local citizens and groups through participatory, community driven efforts to improve their quality of life. Key educational thrusts include: Oklahoma PRIDE, Rural Health Works, and Healthy Communities.



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# OKLAHOMA STATE UNIVERSITY

## OSU's Statewide Local Presence

The Oklahoma Cooperative Extension Service (OCES) is “Bringing the University to You.” OCES educators and volunteers collectively live and work in all 77 counties, addressing local issues and concerns while working side-by-side with state residents. County personnel can call upon State, District, and Area specialists, who develop educational programs based on unbiased research-proven information to help Oklahomans resolve problems, promote leadership, and manage resources wisely.

Oklahoma Cooperative Extension Service programs focus on:

- Opportunities for urban and rural agriculture
- Natural resources and environmental management
- Food, nutrition, health, and safety education
- Youth, family, and community development

OCES is a proud part of Oklahoma State University's Division of Agricultural Sciences and Natural Resources. OCES gives state residents easy access to the internationally renowned expertise of OSU scientists, educators, and professional staff members, and, through the Division, access to our partner land-grant institutions across the nation.

*Bringing the University to You*

<http://www.dasnr.okstate.edu/oces>



## Agriculture

The market value of Oklahoma agricultural products sold exceeds \$4.4 billion annually, part of a total economic effect of more than \$7 billion and more than 250,000 jobs annually. OCES professionals help state farmers and ranchers find ways to promote productivity and



profitability by applying the latest, appropriate research-based production and business management techniques to marketing; finances; natural resources; livestock improvement, nutrition, and health; cropping systems; equipment; and workplace safety. OCES programs include Master Cattleman, financial management, Integrated Pest Management, Oklahoma AgrAbility, and the highly popular, nationally renowned horticulture television program “Oklahoma Gardening,” reaching urban and rural Oklahoma for more than 30 years.



## 4-H Youth Development

The Oklahoma 4-H Program is committed to positive youth development by providing young people with opportunities to belong to an organization where they can grow as individuals and master new skills that will benefit them throughout life, with the goal of participants giving back to their community through service. Annually, Oklahoma 4-H provided community based learning programs for more than 145,000 youth in



rural and urban areas, with minority youth comprising 36 percent of Oklahoma's total 4-H enrollment. More than half of 4-H alumni earn a college degree, compared to 20 percent of the general populace. Approximately 95 percent of 4-H alumni are volunteers in their communities, with 86 percent of those having held a leadership position in a civic organization within the last three years. Fully 88 percent of State 4-H alumni continue to live, work, raise children, and spend money in Oklahoma.



## Family and Consumer Sciences

OCES Family and Consumer Sciences (FCS) specialists and educators work to improve the quality of life for all Oklahomans by providing educational and technical assistance. Current key areas of focus include helping state residents solve complex concerns and issues related to: High numbers of teenage pregnancies, low household-per-person income, child abuse and neglect, nutritionally inadequate diets, and needs specific to Oklahoma's increasing number of elderly residents. FCS professionals enable individuals and families to develop the capacity for strengthening families and enhancing communities in an ever-changing world. Educational programs include: Community Nutrition Education Programs (CNEP), Oklahoma Partnership for Public Deliberation (OPPD), Healthy Oklahoma, Growing Strong Families, and Family Economic Well-Being.

