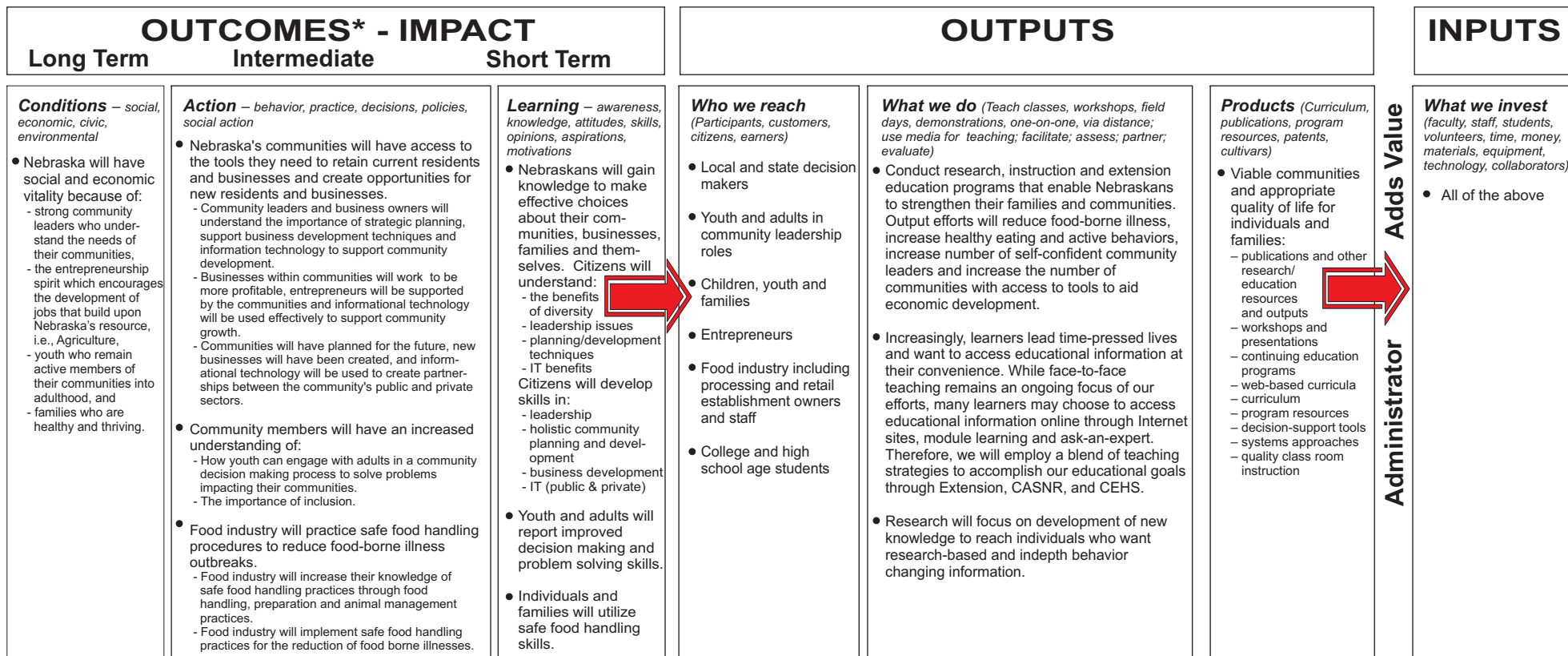


SITUATION

- Communities are in various stages of success, some towns are thriving while others have both despair and denial.
- Nebraska's 550 small town and cities must have leadership and economic tools to survive. Some small communities are disappearing because of resources lost. To maintain the communities we have as vital places for people to live and work, educational intervention is essential.
- Agriculture and related food processing are Nebraska's main industry. It is essential that agriculture-related industries maintain the public trust.
- Nebraska ranks near the bottom of the states in health/wellness of children. It is critical for the next generation that health, physical activity and related increases in medical costs be addressed.



Adds Value
Administrator

* Outcome statements include indicators

ASSUMPTIONS (Points for consideration)

- Land grant universities can develop and deliver educational programs to help individuals, families and communities make more informed decisions: knowledge change leads to behavior change and behavior change leads to condition change.
- Education increases human capital.
- Out-migration of young, educated residents will accelerate community decline.
- Medical costs will increase if healthy eating and activity behaviors are not addressed.
- Youth can positively affect their communities.
- Adaptability is essential for success.

ENVIRONMENT (External Factors)

- Natural disasters (drought, weather extremes, etc.)
- Economy
- Public policy changes
- Government regulations
- Appropriation changes
- Competing public priorities
- Nature, disease or human driven catastrophes

EVALUATION

Focus - Collect Data - Analyze and Interpret - Report