



Virginia Cooperative Extension

Virginia Tech • Virginia State University

2019 Annual Report

Extension Office Staff:

Wendy Herdman, Unit Coordinator, Extension Agent, 4-H

Tina Kemp, Unit Administrative Assistant

Cindy Franklin, Program Assistant (youth), Family Nutrition Program –
Housed in Westmoreland

Maria Murillo-Valdez, Extension Project Coordinator, Rural Opioids Technical Associate-
Housed in Lancaster

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If you are a person with a disability and desire assistance or accommodation, please notify this Extension Office at 804-493-8924/TDD* during business hours of 8 a.m. and 5 p.m.

*TDD number is (800) 828-1120.



Virginia Cooperative Extension

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About Virginia Cooperative Extension

Virginia Cooperative Extension brings the resources of Virginia's land-grant universities, Virginia Tech and Virginia State University, to the people of the commonwealth.

Understanding that knowledge is power, we place that power in the hands of Virginians and help them learn how to use it to improve the quality of their lives. Our Extension agents and specialists form a network of educators whose classrooms are the communities, homes, and businesses of Virginia, where they bring research-based solutions to the problems facing Virginians today.

To better utilize our resources, we form collaborations with hundreds of public and private partners and volunteers, who help us reach larger and more diverse audiences and leverage the impact of our work.

We are a product of cooperation among local, state, and federal governments in partnership with tens of thousands of citizens, who, through local Extension Leadership Councils, help design, implement, and evaluate our needs-driven programs.

We are a dynamic organization that stimulates positive personal and societal change, leading to more productive lives, families, farms, and forests as well as a better environment.

Virginia Cooperative Extension is an educational outreach program of Virginia's land-grant universities: Virginia Tech and Virginia State University, and a part of the National Institute for Food and Agriculture, an agency of the United States Department of Agriculture.

Extension programs are delivered through a network of faculty at 2 universities, 109 county and city offices, 11 agricultural research and Extension centers, and 6 4-H educational centers. Our system incorporates the expertise of faculty in the Virginia Tech College of Agriculture and Life Sciences, College of Natural Resources, Virginia-Maryland Regional College of Veterinary Medicine, and the Virginia Agricultural Experiment Station; as well as the School of Agriculture at Virginia State University.

The Richmond County Extension Office is one of thirty-three units within the southeast district. The southeast district office is located in Suffolk and is led by:

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Mission and Vision

Mission Statement

Virginia Cooperative Extension enables people to improve their lives through an educational process that uses scientific knowledge focused on issues and needs.

Vision

Building on the strength of our agriculture, natural resource, family and community heritage, we enable people to shape their futures through research based educational programs. Recognizing that knowledge is power, we serve people where they live and work. Audiences are involved in designing, implementing and evaluating needs-driven programs. We are a dynamic organization that stimulates positive personal and societal change leading to more productive lives, families, farms, and forests, as well as a better environment in urban and rural communities.

Our vision is:

- To help clientele improve their lives.
- To use a systems approach to programming, with task-oriented work teams that respond to the needs of individuals, groups and organizations.
- To provide residents prompt access to information and programs through an innovative human and technological system.
- To work with the disenfranchised and underserved who need special attention by targeting certain of our resources to programs for low-income groups, those outside the dominant culture, dysfunctional families, limited-resource farmers, at-risk youth and others.
- To fully integrate a culturally diverse paid and volunteer staff in planning, implementing and evaluating programs
- To collaborate with public and private partners to better utilize our resources, heighten our impact and reach a more diverse audience.
- To capitalize on the respective strengths of Virginia State and Virginia Tech as partners in supporting the extension mission.
- To recruit, manage and reward faculty, support, and volunteer staff to reflect each person's uniqueness and value.
- To have an open and positive administrative environment, based on shared leadership that maintains organizational integrity while providing opportunities for all staff members to fully realize their potential.



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Program Areas

Virginia Cooperative Extension is organized around four main program areas. However, our diverse Extension faculty often delivers educational experiences that are created through collaboration and teamwork that spans organizational lines.

To find specific information about programs in your area, visit your local Virginia Cooperative Extension office.

Agriculture and Natural Resources (vacant)

Agriculture and natural resources (ANR) programs help sustain the profitability of agricultural and forestry production and enhance and protect the quality of our land and water resources. We help the agriculture industry use the most current technology and management practices to develop strong businesses that prosper in today's economy. We deliver programs that help put research-based knowledge to work for Virginia's agriculture industry.

Family and Consumer Sciences

Virginia Cooperative Extension views the family unit as the cornerstone of a healthy community. We strive to improve the well-being of Virginia families through programs that help participants put research-based knowledge to work in their lives.

Family Nutrition Program (Cindy)

Our FNP program is part of our Family and Consumer Sciences Programs and offers education on a wide variety of topics to help you, your children, your schools, and your communities eat better, move more, and save money. We put research-based information to work.

4-H Youth Development (Wendy)

4-H is a community of young people across America who are learning leadership, citizenship, and life skills. 4-H, the largest comprehensive youth development program in the nation, educates young people, ages 5 to 18, through a variety of experiential techniques that encourage hands-on, active learning.

Community Viability

Community viability programs are dedicated to strengthening communities and their economic viability by creating innovative programs that allow citizens and local governments to respond to local issues. Our faculty can assess community needs, design a plan of action, and determine the appropriate delivery method suitable for various programs.



4-H in Richmond County - 2019

Enrolled **703 youth** and **23 volunteers** in Richmond County 4-H programming
Secured **>\$14000 in external funding** to support 4-H programs in Westmoreland & Richmond Counties

4-H Jr. Camp at Jamestown 4-H Educational Center

- 7 campers, 1 teen leader & 1 adult volunteer from Richmond County
- Parent comments about their campers in post-camp interviews:
 - youth came back more talkative and more confident;
 - youth showed more responsibility with taking showers without being told, cleaning, doing laundry and other things around the house
 - youth showed interest in doing new things, such as taking guitar and archery lessons
 - youth are outdoors more
- One parent commented that her children enjoyed camp and they have become more independent and increased their teamwork and communication skills and are looking forward to camp next year.
- \$830 raised from community for camper scholarships
- 57% of Richmond County campers received scholarship funds to attend camp



Haven Shelter

- 7 youth participated in summer programming using 4-H curriculum taught by 4 trained adult volunteers

Leadership Programming

- 1 Richmond County teen and 1 adult volunteer trained and selected to serve at 4-H Jr. Camp. Teen also volunteered for session of local day camp.
- Hosted Extension summer intern



School Enrichment

- Provided hands-on, SOL correlated lessons in classroom and field for 6th grade watershed program at RCMS
- New partnership with RCES 3rd grade science teachers to provide hands-on lessons and help develop project-based assessments
- New partnership with Mackey-Thompson Learning Center Pre-K program to deliver Learning Eating and Activity for Preschoolers program



Richmond County Fair Youth Programming

- 6 youth participants showing 12 beef animals in 4-H Beef Show
- 6 youth participating in Farmer for the Day day camp

Professional Achievements

- 2018-2019 Virginia Natural Resources Leadership Institute Graduate
- Member of Virginia's Senegal 4-H Team – delivered Train-the-Trainer program in March
- Search committee member for Opioid Misuse Prevention position that serves Richmond County (housed in Lancaster)



Wendy R. Herdman, 4-H Youth Development Extension Agent,
Westmoreland & Richmond Counties 804-333-3420, cell 804-238-5396, wherdman@vt.edu

Expanded Food and Nutrition Education Program

Enrolled **586 youth** in Richmond County Expanded Food and Nutrition Programming.
451 Students graduated program

School Programming (Richmond County Elementary School)

- Provided 180 nutrition education classroom hours utilizing curriculum in compliance with Virginia's Standards of Learning for Health and Physical Education
- Provided students with individual activity workbooks from the OrganWise curriculum for students K-2nd grade that went with our lesson of the day
- Students 3-5th grade participated in hands on lessons from the Choose Health: Food, Fun and Fitness curriculum
- Students gained knowledge about how to choose a healthy snack or beverage and the importance of making a healthy choice.
- Students gained the understanding of a sensible portion size
- All students had the opportunity to receive three healthy treat tastings
- Students understand the importance of planning their meals using the five food groups from My Plate

Impacts

- Students learned that it is their responsibility to make healthy choices in food safety, good food choices and physical fitness
- Students are encouraged to develop better eating habits and increase physical fitness goals
- Students are encouraged to spread their new found information with family and friends

Cindy Franklin, EFNEP Program Assistant, Northern Neck, 804-493-8924 rfcynt1@vt.edu

Engaging with RICHMOND COUNTY



STORIES OF IMPACT

The Northern Neck Chapter of Virginia Master Naturalists has a variety of stewardship, education, and citizen science projects in Richmond County. They partner with scientists, including those at the Rappahannock River Valley National Wildlife Refuge and the Smithsonian Institution. In 2019, Master Naturalists partnered with the wildlife refuge and the Smithsonian to place trail cameras at various locations in the refuge. Six cameras rotated to different locations every three weeks to record animal species, and images retrieved from the cameras were uploaded electronically to the Smithsonian Institution. Squirrels, deer, opossums, a bobcat, raccoons, and turkeys were seen. Lauren Cruz, a wildlife biologist at the refuge, expressed enthusiasm over this project, saying, "Documenting biodiversity at the tract is so important to us to understand our wildlife population."



The Northern Neck Master Naturalist trail camera project caught a photo of a bobcat in the Rappahannock River Valley National Wildlife Refuge in Richmond County.

AN AGENT OF POSITIVE CHANGE

“Partnering with the Richmond County Fair Association to provide youth programming at the fair helps to increase agriculture literacy for our community’s young people. 4-H programs include youth livestock shows and a two-day day camp. Activities selected help to connect participants to local agriculture.”



Wendy Herdman
Extension Agent
4-H Youth Development


COMMUNITY VOICES

“Richmond County Extension has worked with us to teach us and certify us through the Beef Quality Assurance program. Through this program, we are able to produce and sell Virginia Quality Assured feeder calves, which is a higher quality product and therefore a value-raised product.”



J. Vince Garland
Owner/Operator
Village Farm

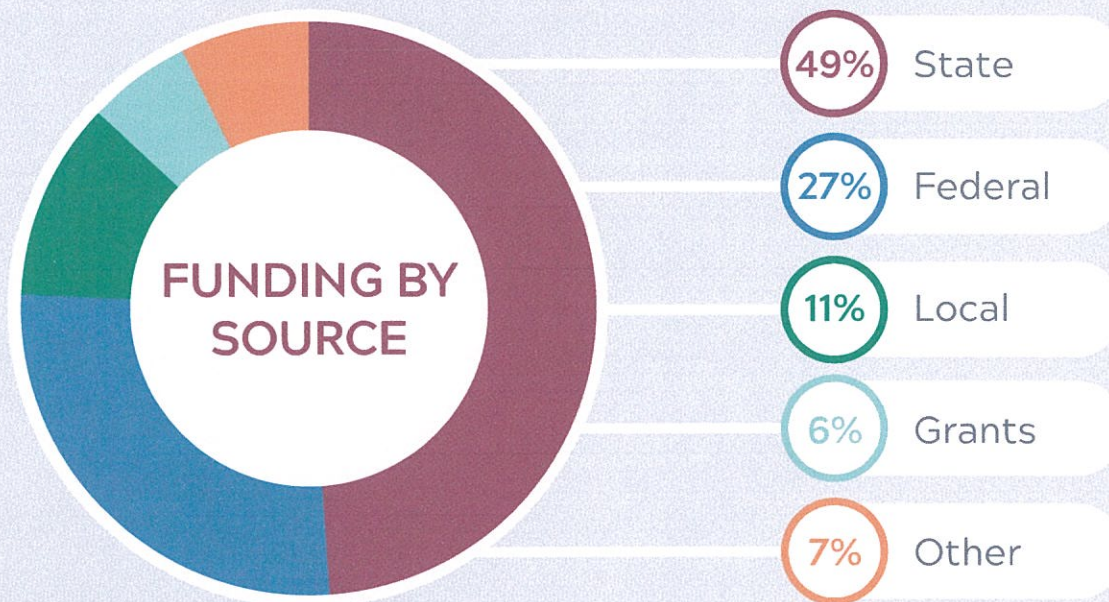
GET IN TOUCH

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RICHMOND COUNTY

BY THE NUMBERS

TOTAL FUNDING: \$254,806



OUTREACH BACKED BY RESEARCH

Virginia Agricultural Experiment Station researchers and specialists work in Blacksburg and at the state's 11 Agricultural Research and Extension Centers to create knowledge that benefits the commonwealth. They then share this knowledge with Virginia Cooperative Extension agents, who share this information with the citizens of Virginia to help individuals, businesses, and communities thrive.



\$8.34

RETURN ON INVESTMENT
FOR EVERY DOLLAR INVESTED BY THE
COUNTY IN **RICHMOND COUNTY**

Virginia Cooperative Extension programs and employment are open to all, regardless of age, color, disability, gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, genetic information, veteran status, or any other basis protected by law. An equal opportunity/affirmative action employer. Issued in furtherance of Cooperative Extension work, Virginia Polytechnic Institute and State University, Virginia State University, and the U.S. Department of Agriculture cooperating. Edwin J. Jones, Director, Virginia Cooperative Extension, Virginia Tech, Blacksburg; M. Ray McKinnie, Administrator, 1890 Extension Program, Virginia State University, Petersburg