

STATE POLICY MAKERS' PERCEPTIONS
OF COOPERATIVE EXTENSION
IN OKLAHOMA

By

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CHAPTER I

INTRODUCTION

Many achievements in non-formal education taken for granted today were initiated during the progressive movement of the late 1800s and early 1900s. This was also true for Cooperative Extension which was born out of the struggles of the past century to positively influence the conditions of rural life. John Hamilton (cited in Rasmussin, 18), a contemporary Farmers' Institute Specialist in his day from Pennsylvania who called for more effective methods of providing and diffusing practical information to rural citizens stated:

If no better system of dissemination of agriculture information is devised than that which has existed in the past, it is manifest that agriculture in this country will progress far too slowly to meet the demands for food and clothing by our rapidly growing population (p. 42).

Kenyon L. Butterfield, President of Rhode Island State College, was a most influential spokesman for this point of view.

Butterfield was appointed by President Theodore Roosevelt to the County Life Commission in 1908. The commission provided explicit counsel which would dramatically influence the mission, direction and image of Cooperative Extension throughout the twentieth century. The commission's recommendations (cited in Rasmassin, 18) specifically addressed establishment of a national extension program:

Nationalized extension work.--Each state college of agriculture should be empowered to organize, as soon as practicable, a complete department of college extension, so managed as to reach every person on the land in its state with both information and inspiration. The work should include such forms of extension teaching as lectures, bulletins, reading courses, correspondence courses, demonstrations, and other means of reaching the people at home and on their farms. It should be designed to forward not only the business of agriculture, but sanitation, education, home making, and all interests of country life (p. 44).

Butterfield's and L. H. Bailey's (cited in Rasmussin, 18) early work to encourage the congress to pass legislation for a national extension program resulted in a compromise known as the Smith-Lever Act which became a reality and was signed into law May 8, 1914 by President Woodrow Wilson. President Wilson (cited in Rasmussin, 18) called it "one of the most significant and far-reaching measures for the education of adults ever adopted by a government" (p. 48).

The Cooperative Extension system is a public-funded non-formal educational system which links the research resources, educational programs and activities of the United States Department of Agriculture (USDA), 74 land-grant colleges and universities and over 3,100 county governments. As its stated mission, the Cooperative Extension Service provides educational opportunities for people to improve their lives as a result of the dissemination and application of scientific information focused on local issues, needs and priorities. Furthermore, the Extension Service, U.S. Department of Agriculture (ES, USDA), is a modern, dynamic, ever-changing cooperative organization committed to meeting the nation's needs through scientific information, educational programs and technical

assistance which enables people to make practical decisions and enhance their quality of life.

Each state's land-grant university is administratively responsible for the Cooperative Extension Service office located throughout the counties or parishes of each state. Oklahoma State University in Stillwater and Langston University in Langston have Extension professionals employed to serve all 77 counties of the state.

The mission of the Cooperative Extension Service is to provide education for county residents in Agriculture, Home Economics, Rural Development and 4-H/Youth Programs. The Cooperative Extension system is a national educational network linking research, science, and technology to meet the needs of people wherever they live and work. According to Extension Service, USDA (8) Extension's purpose is education--"practical education for Americans to use in dealing with the critical issues that impact their daily lives and the Nation's future" (p. 2).

Cooperative Extension provides a direct link to the land-grant colleges and universities and the research based information available through the land-grant system. It was pointed out in a promotional brochure (15) distributed by the Cooperative Extension Service "Bringing the University to You" that "Its educational programs are designed to enhance the quality of life for all Oklahomans--urban as well as rural" (np). Since the early 1900s the Oklahoma Cooperative Extension Service has had a proud tradition of serving both the citizens of a territory and a state. Today,

"Planning for the Future" (15) involves dynamic change from the past:

New technologies, changing cultural and economic conditions, and increasing environmental concerns all mean that Cooperative Extension must focus on providing the information and the educational programs to help Oklahoma's citizens meet the challenges of a changing world (np).

Elected officials determine the resources appropriated by state government to Cooperative Extension in Oklahoma. Legislators' perceptions and attitudes toward the Cooperative Extension Service are important when one considers the future of programs, activities and the people served by Extension.

Statement of the Problem

State government in Oklahoma (2) provides approximately 57 percent of the funding for the Cooperative Extension Service. State lawmakers are responsible for appropriating and allocating funds to the State Regents of Higher Education for the Oklahoma Cooperative Extension Service (p. 4).

Because state and county funding for Oklahoma Cooperative Extension has either remained constant or decreased over the past few years, County Extension Offices in Oklahoma have been forced to limit services, combine resources of one or more counties to create multi-county service units and/or, in some cases, reduce Extension personnel through retirement and attrition. As a result, the current dilemma of level funding has proved inadequate to meet the program needs of Extension clientele in many counties and keep highly qualified professionals required to provide the necessary

technical assistance and expertise. However, it seems to be the opinion of many that Extension professionals have not witnessed a decline in the public's perceptions and expectations concerning levels of programming, activities and services.

Rationale for the Study

The primary rationale, with reference to assessing the perceptions of lawmakers concerning the image of Cooperative Extension, was based upon the premise that legislators appropriate funds from the public purse and maintain oversight privileges concerning various entities of state government. In addition to the supposition that policy makers appropriate public resources and have oversight responsibilities, it was also reasoned that they know and understand perceived needs of their constituents at home. Since constituents elect representatives and senators it was determined that lawmakers would be responsible in sharing their candid . perceptions about relationships and familiarity with Extension, knowledge and understanding of Extension programs as well as their attitudes and overall image of Cooperative Extension. Along with the reduced availability of scarce resources and perceived levels of public expectation, it was decided that a study assessing the perceptions of state policy makers would provide Extension leaders with a unique perspective concerning public needs, expectations, and their right to know what, where, and how Extension professionals could improve educational programming, activities and services.

Statement of the Purpose

The purpose of this study was to determine the perceived image and attitudes of state policy makers who were members of the First Session of the Forty-Fourth Oklahoma Legislature toward the Oklahoma Cooperative Extension Service.

Objectives of the Study

To accomplish the purpose of this study, the following objectives were established:

1. To determine selected characteristics of state policy makers who were members of the First Session of the Forty-Fourth Oklahoma Legislature.
2. To determine the extent of the policy makers' knowledge and their perceptions concerning the mission, programs and educational activities of Cooperative Extension.
3. To assess the attitudes of state policy makers toward the mission, programs, priorities and funding for Cooperative Extension.

Scope of the Study

The scope of the study included all the members of the Senate and House of Representatives who met in the First Session of the Forty-Fourth Oklahoma Legislature.

Limitations

One House member resigned prior to the survey being mailed July 2, 1994.

Definition of Terms

The following definitions were presented as they apply to this study.

Cooperative Extension Service - The organization established in each state by the Smith-Lever Act of 1914 to disseminate Agricultural and Home Economics research based information from land-grant colleges and universities to the citizens of each state for use in improving their standard of living. Cooperative Extension is the direct link between the U.S. Department of Agriculture, the land-grant universities of each state and local county governments. The terms "Cooperative Extension," "Extension," "Extension Service" and "Coop Extension" will be used interchangeably and should be considered synonymous with the definition.

OCES - Oklahoma Cooperative Extension Service.

PPAC - Program Planning and Advisory Committee/Council for the Cooperative Extension Service in Oklahoma.

Program Area - Program areas include Agriculture, Home Economics, Rural Development and 4-H and Youth Development.

Clientele - Individuals who utilize the services provided by the Cooperative Extension Service.

Respondent - Members of the First Session of the Forty-Fourth Legislature of Oklahoma who returned the questionnaires and referred to in this study as participants, policy makers, lawmakers, legislators, conferees, and elected officials.

Plan of Work - A four-year plan updated annually, written by Extension professionals under the direction of Extension administrators with specific objectives related to particular program areas in Agriculture, Home Economics, 4-H and Rural Development.

FCE - Family and Community Education Association, formerly known as Extension Homemakers who are formally organized in many communities throughout the state.

4-H - The youth organization directed through the Cooperative Extension Service designed to teach life skills to youth in Oklahoma counties.

Network - The relationship with business, industry, farm organizations, government agencies and other entities directly or indirectly linked to Cooperative Extension.

Field Staff - Cooperative Extension professionals located in county or multi-county units throughout the state.

Area Specialist - Cooperative Extension professionals who work in specific program areas located within the four administrative districts of the state.

CHAPTER II

REVIEW OF LITERATURE

Introduction

The purpose of this chapter was to present a review of literature which the author deemed relevant to the study. This review was divided into the following sections: (1) The Image of Extension; (2) Who Influences Extension's Directions?; (3) Lifelong Learning; (4) Funding for Cooperative Extension; (5) Strategies for Marketing Extension; and a (6) Summary.

The Image of Extension

Since Extension began in 1914, many people have found value in the programs Extension offers clientele and in the organization of Extension as an educational service. Link (11) stated, "The county agent was the foundation of the Extension System. Working one-on-one with farmers, county agents helped make Extension a system copied all over the world" (p. 30).

This educational service known as Cooperative Extension is constantly being evaluated by the public and by policy makers. Extension professionals are frequently asked what services are provided by the Extension office, but some members of the public still find it difficult to understand. According to Blacklock (4)

"We have many affiliations and titles. But the public still doesn't recognize us for the resource we are" (p. 13).

In a study conducted by Miller (14) the researcher sought to determine perceptions of state legislators in South Carolina.

Miller's findings revealed:

. . . legislators had little understanding of Extension's major mission. The majority of the legislators (75%) viewed Extension as a public service agency rather than an educational one. Surprisingly, only 11% indicated Extensions main function was an educational mission.

Only 22% of the legislators thought Extension was successful in keeping them informed about its activities. Twenty-three percent indicated they'd never received nor read newsletters released by Extension professionals; 39% indicated they'd never used any Extension publications; 46% had never visited their county Extension office; and 42% had never been visited by an Extension agent (p. 6).

Miller's recommendations included:

Extension should strengthen and improve its image with legislators and an effort must be made to help both rural and urban legislators understand the major concern and mission of Extension. Overall, the legislators appeared to perceive Extension mainly as a rural agriculturally oriented organization.

Extension must keep legislators informed about what the organization is doing, how it is doing it and what it could be doing if funds were available; an appropriate way would be to provide a statewide annual report to all legislators.

Extension should increase legislative briefing and lobbying efforts that highlight its accomplishments and activities. Channels of communication with legislators must be established and maintained year-round, not just at budget time (p. 6).

Because of the partnership in Cooperative Extension between state and county government, it was relevant to examine county commissioners' perceptions as well as legislators' perceptions.

Melin's (13) study sought to determine the perception of county commissioners toward Extension in Minnesota.

The major findings of his study included:

Responses about the quality of county Extension programs in the traditional program areas of Agriculture, 4-H and Home Economics were very favorable. There were some concerns about community and natural resource development.

Communication appeared to be good between county commissioners and county Extension staff, but more involved in reviewing programs was suggested.

County commissioners work well with state Extension staff, but indicated a need for improved funding and evaluating arrangements. Working relationships with county Extension staff were rated more favorable than those with state Extension staff. This is probably because the commissioners are further removed from the state staff (p. 17).

Furthermore, Melin concluded:

County commissioners need to be more involved with state Extension administration to strengthen professional working relationships.

County Extension staff should review the findings of this study with their county Extension committee for use in program planning development.

State Extension staff should encourage more involvement of county commissioners on county Extension committees (p. 17).

State legislators' and county commissioners' roles as policy makers carry great responsibility for government funded agencies such as the Cooperative Extension Service and the clientele it serves. Therefore, Extension's image as viewed in the minds of policy makers and clientele many times leads to perceptions concerning who is involved in influencing Extension's direction.

Who Influences Extension's Direction?

Although elected officials' perceptions of Extension are important, it is also important to involve Extension clientele. Clientele are the learners in the educational agency and know firsthand the needs, direction and objectives relevant to the county program. Adelaine and Foster (1) introduce their study with the statement, "Active involvement of the people served in determining program direction has been the hallmark of the Extension education mission since 1914" (p. 8).

Extension clientele in Nebraska were asked to rank seven statewide groups as to which had the greatest influence on program direction in Extension. Farmers and ranchers, agribusiness personnel, state agricultural agencies, general public, state government, agricultural commodity groups and the University of Nebraska's Institute of Agricultural and Natural Resources (IANR) faculty were the seven groups ranked. Individuals ranked IANR faculty as the group that most influences Extension's direction.

The general public was determined to have the least influence, while farmers and ranchers were ranked second. Agribusiness people ranked third, state agricultural agencies ranked fourth, state government agencies ranked fifth and agricultural commodity groups ranked sixth.

As a result of this study, it became apparent that the role of the clientele groups identified by the state director didn't totally agree with the principals of adult education that provides for clientele input and participation in the program planning process (p. 9).

Adelaine and Foster (1) made several recommendations. They said Nebraska Extension should, ". . . develop a mechanism for increasing clientele's positive perceptions about the degree of program ownership if clients are to embrace new programs and maintain Extension as a viable adult education delivery system" (p. 9).

In order to insure that Extension's direction is influenced by the group for which it was designed, "input and involvement from all clientele affected by proposed programming efforts are needed to establish priorities, programming content, and policies" (p. 9). Considering the clientele's involvement in Extension planning, it is also important to reemphasize the major mission of Extension which is to provide educational programs for the clientele, young and old.

Lifelong Learning

In order to accomplish Extension's primary mission which is to educate, the needs and priorities of individuals, the county and Extension as an institution should be examined. According to Blacklock (2), "The population age 55 years and older, now totaling over 46 million people, is the fastest growing segment in the United States" (p. 25). However, Extension serves youth as well as adults. Youth includes school-age young people. Both groups involve clientele living generally in urban and rural areas. Because Cooperative Extension is responsible for youth education as well as adult education, many opportunities are available for young

people in 4-H clubs. According to a brochure from the Seminole County Cooperative Extension Service: (16),

Members learn life skills by actually doing project work under volunteer guidance. In addition, 4-H'ers are a part of a club in which they participate in leadership and community service activities and have fun (np).

Blacklock's (2) Wisconsin study essentially examined two objectives "(1) What educational needs are specific to the older adult? (2) Which sources of information are preferred to the elderly" (p. 26).

The medium of cable television was used because, "specific audiences can be targeted and reached through promotional activities, outlined program objectives and feedback and evaluation mechanisms" (p. 26). Individuals 60 years of age and older who were cable subscribers were targeted for this study.

Blacklock (4) summarized the two objectives:

In providing educational opportunities for the older adult consideration needs to be given to their interests and their preferred sources of information. Information about topics of interest would give more 'mileage' if disseminated through the preferred media of local community newspaper, cable television and local radio stations (p. 5).

However, to provide education for the public, Extension must obtain adequate funding for all program areas and age groups.

Funding for Cooperative Extension

Federal, state, and county governments combine their efforts to provide monetary support for county Extension offices throughout the United States. Some states, however, have reduced their funding

over the past few years. According to Gage (9), "State budget problems are forcing Cooperative Extension Services in many states to scale back their activities" (p. A1). Information from the United States Department of Agriculture revealed that at least 15 states have reduced their financial support to Extension this year (1991).

Gage's (9) article stated that: ". . . many states are abandoning the tradition of having Extension agents in every county and instead are creating clusters or centers that will provide services to several counties" (p. 2).

Crummet's (7) editorial in the Oklahoma Farmer Stockman stated the Division of Agricultural Sciences and Natural Resources' requirements for a county to conduct a Cooperative Extension Program:

A county unable to provide a minimum of \$16,000 toward the Extension program within its boundaries, will face the consolidation of its program with one of an adjacent county in a program unit funded only by state and federal dollars (p. 4).

Vernon Tuxberry, paraphrased in Gage's article, stated that "successive budget cuts have reduced the state's appropriations for Vermont's program to \$3.3 million in fiscal year 1992 from \$3.5 million in fiscal year 1990" (p. 31).

Approximately, 260 of the Georgia Cooperative Extension Service's 934 positions are expected to be eliminated, including some tenured and tenured-track faculty slots (p. 31).

Strategies for Marketing Extension

Marketing is an aggregate of functions moving ideas, information, programs and services to a previously identified customer. It is a team effort shared by state and district directors, area specialists, county field staff and volunteers. Positive organizational image is possible only when an effective staff is consistently developing and conducting programs relevant to the needs and priorities of the clientele.

Crave and Janke (6), in reporting the implementation of a Wisconsin marketing strategy revealed that county and Extension faculty members from across the state met for two days with a professional marketing consultant. Their four-year plan involved a marketing effort to position themselves in the Family Living Education program area as experts on families.

This endeavor forced us to look at ourselves in the ways that others see us from the outside in . . . not the inside out. The theme or slogan 'Working for Wisconsin Families' was chosen to represent our focus for the next four years. It tells our communities what home economists do, who are audiences are, and that we're a statewide agency. More importantly, 'Working for Wisconsin Families' says that home economists are advocates for families (p. 13).

Crave and Janke (6) further stated that the marketing of educational priorities is integrated through in-service training, emphasizing that marketing development strategies were to be planned into program time and not in addition to planned time. This in itself stressed that marketing was a priority. This focused on enhancing overall visibility, image and identifying program impact

of Family Living Education as a major Extension component. Crave and Janke (6) concluded by stating:

What's more important is a consistent and appropriate image. We can't expect taxpayers and legislators to support vague programs that appear to duplicate other's efforts, or that address client wants rather than needs (p. 14).

Meier (12) in reviewing current Extension trends and directions outlined several new and anticipated movements for higher education and Extension in Washington during the 1990s. He indicated that:

. . .these support a vision that Extension must change if it's to keep pace with current trends, achieve national prominence, and regain its pre-eminence in providing responsive educational programs of the highest quality to its publics (p. 11).

In looking at an historical perspective, a favorable political and funding environment has existed since its passage in 1914 to the early 1980s, however, Meier (12) stated that there is less understanding and financial support, not only among Congress, but the states. Specifically Meier (12) disclosed that:

The traditional political environment Extension has operated in has been favorable. In the 1990s this environment may very well involve less understanding of the contribution made by the Extension System to support a productive agricultural system in the United States. The decline in the number of those in Congress who fully understand among many congressional aides relative to the agricultural sector, suggest a less than favorable political environment for agriculture in the 1990s (p. 12).

Meier (12), in addressing the future, stressed:

While Extension historically has concentrated on doing things right, the 1990s will require doing the right things right, at the right time, and in the right place. Doing the right things will enhance the image of Extension, the College of Agriculture, and the

university in the eyes of clientele and the university constituency at large (p. 13).

Boyle and Mulcahy (5) in their article concerning "A Path to Political Support" stated:

We know we've changed. We know our programs are making an impact on modern problems. We know we've planted the seeds to enhance the status of Cooperative Extension as the most relevant educational institution in contemporary society. But how can we convince others? How can we change our image and build stronger political support? We believe the answer lies in accepting the challenge of public policy education--a term we'll use interchangeably with public issues education (p. 4).

Boyle and Mulchy (5) emphasizing the challenge and need for public policy education expressed that:

At the local, state, and national levels, we're in desperate need of an informed populace to make wise public policy choices. Most of our citizens have little understanding of the issues, and even less understanding of the options to deal with them. Our democracy is threatened by those who haven't the faintest idea of how 1993 fits into the long course of human history, or how our environmental and economic practices impact on other nations and theirs on ours.

We in Extension and all parts of higher education, especially in publicly funded universities, have an awesome responsibility to help preserve our democratic way of life. Our universities' most vital role is to help people develop broadened perspectives and reasoned judgments on the critical public issues we face today. Specifically, the challenge for Extension is to take the leadership role in our universities to help rebuild what Harry Boyle has termed 'citizen politics'. Our challenge is to involve all relevant disciplines of the total university to educate people to participate in our democracy. Our special niche is that we, better than anyone else, are able to bring the people's concerns and the university's resources together to create new ideas (p. 4).

Summary

This review of literature presents information with emphasis on five areas: The Image of Extension, Who Influences Extension's Direction, Lifelong Learning, Funding for Cooperative Extension, and Strategies for Marketing Extension.

Extension's image in the minds of policy makers on the state and county levels and the public must be positive in order to maintain and improve programs already in place and to develop new programs needed by clientele. Visibility for Extension's activities should be improved. In order to continue cooperative funding for Extension offices, there needs to be greater communication among those government entities providing financial support for Cooperative Extension.

Because Extension is designed to educate the public, clientele involvement should be emphasized when Extension professionals plan programs and activities.

Extension's clientele range in age from school-age to elderly. These individuals are educated in a variety of ways including through mass media and through youth club activities.

Funding for Cooperative Extension has been reduced in several states. Some states have required that some county professionals serve more than one county with educational programs. Reduction in financial support from the state level appears to be more prevalent from year to year.

Programs conducted by Cooperative Extension professionals must be relevant to clientele's needs in order to maintain a positive

image. Marketing and visibility should be a priority.

No information was found concerning legislators' perceptions of the Oklahoma Cooperative Extension Service, thus it was appropriate to conduct this research in Oklahoma.

CHAPTER III

METHODOLOGY

The purpose of this chapter is to describe the methods and procedures used to conduct the study. The intent of this study was to determine perceptions of State Senators and Representatives regarding the Cooperative Extension Service in Oklahoma.

In order to accomplish the purpose it was necessary to determine a population and develop an instrument which would acquire the information necessary to fulfill the study objectives. A procedure for data collection was established and methods to analyze the data were selected.

Objectives of the Study

To accomplish the purpose of the study, the following objectives were established.

1. To determine selected characteristics of state policy makers who were members of the First Session of the Forty-Fourth Oklahoma Legislature.
2. To determine the extent of the policy makers' knowledge and their perceptions concerning the mission, programs and educational activities of Cooperative Extension.
3. To assess the attitudes of state policy makers toward the mission, programs, priorities and funding for Cooperative Extension.

Institutional Review Board (IRB)

Federal regulations and Oklahoma State University policy require review and approval of all research studies that involve human subjects before investigators may initiate a research effort. The Oklahoma State University Research Services and the Internal Review Board (IRB) conduct this review to protect the rights and welfare of human subjects involved in biomedical and behavioral research. Within the parameters of the aforementioned policy, this study was thoroughly examined and permission was granted to proceed. The project number assigned by the IRB was AG-93-027. A copy of the approval form is located in Appendix D.

Population

Since the population of the First Session of the Forty-Fourth Oklahoma Legislature totaled 148* members, it was decided that surveying a group this size did not pose a problem concerning either feasibility or logistics (Table I). Once the total population of House members (100) and Senators (48) were identified, their personal mailing addresses were verified using the Southwestern Bell Telephone Directory for State Officials. Personal mailing addresses were used due to the session adjourning prior to the mailing of the survey instrument.

TABLE I
A DISTRIBUTION OF STATE POLICY MAKERS BY LEGISLATIVE BRANCH

Legislative Branch	N	Percent %
Senate	48	32.21
*House of Representatives	101	67.79
Total	149	100.00

*One member of the House resigned before the survey was completed.

Development of the Instrument

The 49-item mail-questionnaire consisted of five parts:

(1) Demographic Characteristics, (2) Familiarity and Relationship(s) with Cooperative Extension, (3) Understanding and Knowledge of Cooperative Extension, (4) Perceptions of Cooperative Extension, and (5) Attitudes Toward Cooperative Extension. Questions consisted of both forced and open response categories. The forced response items included "yes" or "no" rank order and exhaustive as well as mutually exclusive categories. Data ascertained by various parts of the instrument were collected using nominal, interval, ordinal and "Likert-type" scales.

In their Guide to Sensible Surveys, Orlich, Clark, Fagan, and Rust (17) addressed the use of appropriate scales for soliciting forced responses. Orlich et al. (17) indicated

a working knowledge of applicable scales would aid in designing questions to acquire reliable and useful information. The scales included:

Nominal Scales. One type of forced response question represents the nominal or 'naming' scale. The response categories of a nominal item are basically non-numerical in their relationship. This scale identifies rather than measures. Questions representing a nominal scale are usually designed to gather factual (objective) information about the respondents (p. 37).

Ordinal Scales. The ordinal scale, which represents another type of forced response question, is usually used to gather both factual information and respondent opinion. The ordinal scale indicates a rank order relationship among the response categories of a question; however, it does not reveal how much difference there is between the categories (p. 38).

Another method of gathering opinions of a systematic basis requires that respondents rank the categories of a question according to their preference. Rank order questions also represent an ordinal scale. For example, a respondent's first preference may reflect weak opinions that are rather difficult to differentiate. Consequently, there can be a greater difference in preference between the first and second ranked items, than there is between the second and third. Because the researcher cannot determine the amount of difference between categories, unequal differences are assumed (p. 39).

Interval Scales. The most sophisticated scale used by survey researchers is the interval scale. The term 'interval' connotes a rank order relationship and equal differences between categories. The latter characteristic distinguishes the interval from the ordinal sale (p. 42).

Likert Scales. The most widely used ordinal scale among survey researchers is called the Likert Scale, after the founder, Rensis Likert. Questions which require rating usually represent Likert scales. Such scales, used primarily for assessing opinions, are usually composed of five or more response categories e.g., Strongly Agree, Agree, Undecided, Disagree, Strongly Disagree, or some such continuum (p. 40).

Asher (3) in commenting further concerning the use of the Likert Scale and enumeration statistics, stated:

Other sources used in educational research may be ratings, responses to questionnaire categories, or interview categorizations. Generally, statistical analysis of counted data (enumeration statistics) should be used for these measurement procedures, unless the researcher first developed an interval measurement system for scoring. This involves prior judgment by an independent sample that the labels describing the categories of responses are equal-appearing intervals on a social or psychological dimension. (The scales could have been developed and tested for equality by others.)

Likert and Thurstone in the late 1920s and 30s did basic work in developing procedures and language that can be used for equal interval measurement systems. The words to describe each of the Likert five successive categories are 'strongly agree,' 'agree,' 'uncertain,' 'disagree,' and 'strongly disagree.' Other labels and responses to successive categories of responses could be placed by scaling techniques into equal-appearing intervals and an interval number system applied. (These methods are given in courses in measurement in education, psychology, sociology, and other social and behavioral science fields.) If equal intervals for the categories have not been developed then only nominal, enumeration analysis should be used (pp. 91-92).

Part I of the instrument included ten questions which were designed to gather Demographic Information about the 148 conferees and characteristics of their districts. This information was collected using forced response items that utilized an interval scale, "yes" and "no" responses and non-numerical items which were both ascertained using nominal scales. Part II of the survey addressed the law makers' Familiarity and Relationship(s) with Cooperative Extension. This portion of the questionnaire contained five items. All responses were determined by marking the appropriate statement or condition through the use of a nominal or naming scale. One of the five questions had "yes" or "no" possible responses. Part III of the

questionnaire examined the legislators' Understanding and Knowledge of Cooperative Extension. Their replies included forced response items which involved four categories of agreement: (1) Strongly Agree, (2) Agree, (3) Disagree, and (4) Strongly Disagree. The levels of agreement concerning the seven items were determined using a four-point "Likert-type" Scale. Part IV dealt with six questions which acquired the policy makers' responses regarding their Perceptions of Cooperative Extension. The four levels of agreement were largely derived from items addressing perceived image, impact and program effectiveness, accessibility of programming and information availability to citizens, understanding of program issues and cost effectiveness of extension programs. A four-point "Likert-type" Scale was used to determine the categories of agreement. Furthermore, Part V addressed the Senators' and House members' Attitudes Toward Cooperative Extension. This portion of the instrument included 21 forced response items concerning Extension's mission, clientele served, program planning and priorities, problems and possible solutions impacting budgets, solicited and non-solicited input from Extension personnel, extent of program effectiveness and program notoriety, visibility and future direction. A four-point "Likert-type" scale was used to determine the participants' perceived attitudes and the levels of agreement which best described their point of view. The categories/levels of agreement included: (1) "Strongly Agree," (2) "Agree," (3) "Disagree" and (4) "Strongly Disagree." However, an ordinal scale was used to acquire the participants' responses concerning their ranking of program area notoriety and visibility.

Prior to officially initiating the survey, it was pilot tested using a selected group of 24 individuals representing Cooperative Extension, farm organizations and university faculty. Twenty-one from the original group of 24 potential respondents provided ideas, input, suggestions and direction to develop the survey instrument.

To report and numerically describe the data, the participants' responses concerning the categories/levels of agreement were ascertained via a "Likert-type" scale, numerical values and a range of real limits which are described in Table II.

TABLE II
A DISTRIBUTION OF ASSIGNED NUMERICAL VALUES AND
REAL LIMITS BY CATEGORIES OF AGREEMENT

Categories	Assigned Numerical Value	Real Limits
Strongly Agree	4	3.50-4.00
Agree	3	2.50-3.49
Disagree	2	1.50-2.49
Strongly Disagree	1	1.00-1.49

Collection of the Data

The initial mailing on July 2, 1993 consisted of a cover letter dated June 30, 1993 (See Appendix B), the survey instrument "booklet" (See Appendix C) and a stamped return envelope with an affixed mailing label addressed to the investigator for returning the questionnaire. Two follow-up surveys to non-respondents were mailed August 8 and September 21 respectively. A total of 80 surveys were returned with 79 (53.38%) having usable responses. A telephone follow-up of 10 percent of the non-respondents (five House members and three Senators) was conducted with no notable difference being observed when data concerning demographic characteristics of the non-respondents were compared to the respondents.

Analysis of Data

Since the finite population of 148 (members of the First Session of the Forty-Fourth Oklahoma Legislature) all had the same opportunity to participate in the study, descriptive statistics were used to explain the data and described it in terms of the aggregate as well as specific elements. Hoshmand (10) in his treatment of descriptive statistics stated:

Agricultural scientists and managers alike collect data for decision making purposes. Mostly, the data are obtained from samples and are usually unorganized. To make a decision from an unorganized set of data is very difficult. It is therefore necessary to condense large sets of data into an *ordered* array. An ordered array is a listing of sampled observations from the smallest value to the largest (p. 16).

The data can also be presented in a *frequency distribution*, which involves grouped data that can be easily visualized. Frequency distribution gives both the value for the observations and their frequency of occurrence (p. 18).

Mean. The most familiar average is the mean or the arithmetic mean symbolized as \bar{X} . It is found by adding all the values of a group of items and dividing the sum by the total number of items. The formula for the mean for sample and population respectively is as follows:

If a sample:

$$\bar{X} = \frac{\Sigma X}{n}$$

If a population

$$\mu = \frac{\Sigma X}{N}$$

Where: X = measured value of an item

\bar{X} = sample mean, read as X-bar

n = size of sample

μ = population mean, read as mu

N = size of a finite population

The Greek capital letter Σ (sigma) is used to indicate the addition of all observed values of X. It is read as *summation of*. To distinguish between a sample and a population, we designate the population by the Greek letters, and the sample with Roman letters (p. 24).

Weighted Mean. There are times when items are grouped by a particular characteristic. It is possible to utilize the mean of such grouped values to arrive at the overall mean of all items. Because of a mathematical property of means, we are able to combine the arithmetic means of several sets of numbers into a single arithmetic mean without going back to the original data. This involves the procedure of *weighted means*. The formula for weighted mean may be written as:

$$\text{Where: } \bar{X}_w = \frac{\Sigma wX}{\Sigma w}$$

w = the weights applied to the X values

X = the values of the observations to be averaged

(p. 26).

Variability or dispersion concerns the extent to which values of a data set differ from their computed mean. In general. The greater the spread from the mean, the greater the variability. Other terms that also convey variability are *spread, scatter, and variation* (p. 34).

Range. The range is the *difference between the highest and the lowest values in a data set*. Therefore, the sample range is:

$$R = X_{\max} - X_{\min} \text{ (p. 35).}$$

Standard Deviation. The standard deviation is a very important measure of disposition. As was indicated the variance is a useful measure when we compare variations of samples from their mean. The standard deviation is also used to compare the dispersion in two or more sets of observations. The standard deviation is defined as *a measure of variability that indicates by how much all the values in a distribution typically deviate from the mean* or it may be defined as the *positive square root of the population variance*. The larger the value of the standard deviation, the more the individual observations are spread out around the mean; the smaller the standard deviation, the less the individual observations or values are spread out around the mean (p. 38).

CHAPTER IV

PRESENTATION AND ANALYSIS OF FINDINGS

Introduction

The major purpose of this chapter is to present, describe and analyze the perceived image and attitudes of policy makers who were members of the First Session of the Forty-Fourth Oklahoma Legislature toward the Oklahoma Cooperative Extension Service. A questionnaire was sent to the entire population which consisted of 148 legislators. Useable responses were received from a total of 79 (53.38%) lawmakers. Their inputs are presented in five sections including: Demographic Characteristics, Understanding and Knowledge of Cooperative Extension, Familiarity and Relationships with Cooperative Extension, and Attitudes Toward Cooperative Extension.

Demographic Characteristics

Tables III through X were developed to report selected demographic information. As shown in Table III, three (5.36%) of the House members responding were female, while the other 53 (94.64%) were male. Two (8.70%) members of the Senate were female, while 21 (91.30%) were male.

Table IV was developed to illustrate a distribution by age of respondents by legislative branch. The largest group of respondents in the House of Representatives was in the 51-60 age range, and this

TABLE III
A DISTRIBUTION OF HOUSE AND SENATE MEMBERS BY GENDER

Gender	Legislative Branch				Total	
	House		Senate		N	Percent (%)
	N	Percent (%)	N	Percent (%)		
Female	3	5.36	2	8.70	5	6.33
Male	53	94.64	21	91.30	74	93.67
Total	56	70.89	23	29.11	79	100.00

TABLE IV
A DISTRIBUTION OF HOUSE AND SENATE MEMBERS BY AGE

Age	Legislative Branch				Total	
	House		Senate		N	Percent (%)
	N	Percent (%)	N	Percent (%)		
21 - 30	1	1.79	1	4.35	2	2.53
31 - 40	11	10.64	5	21.74	16	20.25
41 - 50	17	30.36	5	21.74	22	27.85
51 - 60	20	35.71	8	34.78	28	35.44
61 - 70	6	10.71	4	17.39	10	12.66
71 +	1	1.79	0	0.00	1	1.27
Total	56	70.89	23	29.11	79	100.00

consisted of 20 (35.71%) respondents. The second largest group was in the age range of 41-50 and included 17 (30.36%) respondents. Eleven (10.64%) House members reported their age as 31-40. Six (10.71%) House members were in the 61-70 age category. Only one (1.79%) respondent was in the 21-30 age group. Of the 23 respondents from the Senate, eight (34.78%) were 51-60 years of age, while five (21.74%) respondents were in the 41-50 group. Those 31-40 years of age consisted of five (21.74%) respondents also. The next largest group included four (17.39%) respondents in the 61-70 age range. Finally, as was found with the House group, only one (4.35%) Senator was in the age group of 21-30.

Table V contains data as to the number of years respondents had spent in the legislature. On the House side, it was determined that 26 (46.42%) respondents had served from three to six years, with equal numbers having served from three to four and five to six years respectively. Another 12 (21.43%) had been in the legislature two years or less. Six (10.71%) House members had served from seven to eight years and five each had been in the House for tenures of nine to ten and 13 plus years respectively. By comparison, the largest group of Senators, six (26.09%), had 13 or more years in that capacity. The next largest group included the five (21.74%) who had been in the Senate from five to six years, with another four (17.39%) who had served from three to four years. Two (8.70%) Senators had been in that post nine to ten years and the remaining two had served two years or less.

TABLE V

A DISTRIBUTION OF HOUSE AND SENATE MEMBERS BY YEARS OF
LEGISLATIVE EXPERIENCE

Years of Legislative Service	<u>Legislative Branch</u>				<u>Total</u>	
	<u>House</u>		<u>Senate</u>			
	N	Percent (%)	N	Percent (%)	N	Percent (%)
2 years or less	12	21.43	2	8.70	14	17.72
3 - 4	13	23.21	4	17.39	17	21.52
5 - 6	13	23.21	5	21.74	18	22.78
7 - 8	6	10.71	3	13.04	9	11.39
9 - 10	5	8.93	2	8.70	7	8.86
11 - 12	2	3.57	1	4.35	3	3.80
13 years plus	5	8.93	6	26.09	11	13.92
Total	56	70.89	23	29.11	79	100.00

As another demographic descriptor, the occupations of respondents by legislative branch were determined. The results of this effort are reported in Table VI. As can be determined by inspecting data in this table, the occupational area which encompassed the largest number of responses from House members was "Small Business Owners" with 14 (26.92%) respondents. "Other" consisted of a collection of eight (15.38%) respondents, being the second largest group. Respondents who were "Educators" included six (11.54%) respondents, with another six (11.54%) indicating their occupation was "Farmer/Rancher." Five (9.62%) of the respondents on the House side indicated their occupation to be "Realtor." House members who were "Attorneys" consisted of four (7.69%) of the respondents. Those respondents indicating their occupation to be "Home Builder," "Insurance Broker," and "Minister" totaled six (11.55%) with each occupational area including two (3.85%) House members each. There was one (1.92%) respondent each in the areas of "Pharmacist," "Financial Services" and "Banker." On the Senate side, the occupation having the largest number of respondents was "Attorney" with six (27.27%) thus responding. The second largest occupational categories with a total of eight (36.36%) respondents were those of "Small Business Owners" and "Other." There were four (18.18%) respondents in each group. A total of three (13.64%) Senators chose "Farmer/Rancher" as their occupation. From the table it was determined that two (9.09%) respondents listed "Realtor" as their occupation, while there was one Senate member (4.55%) in each of the areas of "Educator," "Home Builder" and "Insurance Broker."

TABLE VI
A DISTRIBUTION OF HOUSE AND SENATE MEMBERS BY OCCUPATION

Occupation	Legislative Branch				Total	
	House		Senate		N	Percent (%)
	N	Percent (%)	N	Percent (%)		
Attorney	4	7.69	6	27.27	10	13.51
Banker	1	1.92	0	0.00	1	1.35
Educator	6	11.54	1	4.55	7	9.46
Farmer/Rancher	6	11.54	3	13.64	9	12.16
Financial Services	1	1.92	0	0.00	1	1.35
Home Builder	2	3.85	1	4.55	3	4.05
Insurance Broker	2	3.85	1	4.55	3	4.05
Minister	2	3.85	0	0.00	2	2.70
Pharmacist	1	1.92	0	0.00	1	1.35
Realtor	5	9.62	2	9.09	7	9.46
Small Business Owner	14	26.92	4	18.18	18	24.32
"Other"	8	15.38	4	18.18	12	16.22

Distribution of the highest level of educational attainment by legislative branch is presented in Table VII. A large group of respondents in the House of Representatives, 22 (40.00%) had received at least a "Bachelor of Science Degree." There were seven (12.73%) respondents with a "Master's Degree," while five (9.09%) had obtained a "Juris Doctorate." Two (3.54%) had received their "Doctoral Degree." Eleven (20.00%) of the participants listed "High School Graduate" and four (7.27%) of the respondents listed "Associate Degree" and "Other" as their highest level of formal education. Eight (36.36%) of the respondents from the Senate were recipients of a "Bachelor of Science Degree," while six (27.27%) had obtained their "Juris Doctorate." Two (13.64%) had an Associate Degree." Four (18.18%) Senate participants listed "High School Graduate" as their highest level of formal education. There was one (4.55%) of the respondents who had listed "Other" as the highest level of formal education.

Table VIII was designed to present data by legislative branch as to whether or not respondents had held a legislative leadership position. Forty-three (76.79%) respondents from the House side had held such a position, while 13 (23.21%) had not. There were 17 (77.27%) of the respondents from the Senate who had held a legislative leadership position and five (22.73%) had not.

Table IX is presented to describe a distribution of how respondents in both branches classified the social characteristics of their districts. Response choices consisted of "Rural," "Mostly Rural, Some Urban," "Urban," "Mostly Urban, Some Rural," or "Other."

TABLE VII

A DISTRIBUTION OF HOUSE AND SENATE MEMBERS BY
HIGHEST LEVEL OF FORMAL EDUCATION

Highest Level of Education	Legislative Branch				Total	
	House		Senate		N	Percent (%)
	N	Percent (%)	N	Percent (%)		
High School Graduate	11	20.00	4	18.18	15	19.48
Associate of Science Degree	4	7.27	2	9.09	6	7.79
Bachelor of Science Degree	22	40.00	8	36.36	30	38.96
Master of Science Degree	7	12.73	1	4.55	8	10.39
Doctoral Degree	2	3.64	0	0.00	2	2.60
Juris Doctorate	5	9.09	6	27.27	11	14.29
"Other"	4	7.27	1	4.55	5	6.49
Total	55	71.43	22	28.57	77	100.00

TABLE VIII

A SUMMARY OF WHETHER OR NOT MEMBERS OF THE HOUSE AND
SENATE HELD LEGISLATIVE LEADERSHIP POSITIONS

Legislative Branch	Yes		No		Total	
	N	Percent (%)	N	Percent (%)	N	Percent (%)
House	43	55.12	13	16.67	56	71.79
Senate	17	21.80	5	6.41	22	28.21
Total	60	76.92	18	23.08	78	100.00

TABLE IX

A DISTRIBUTION OF HOUSE AND SENATE MEMBERS BY
DISTRICT CHARACTERISTICS

District Characteristics	Legislative Branch					
	House		Senate		Total	
	N	Percent (%)	N	Percent (%)	N	Percent (%)
Rural	18	32.73	5	22.73	23	29.87
Mostly Rural	15	27.27	8	36.36	23	29.87
Mostly Urban	5	9.09	6	27.27	11	14.29
Urban	17	30.91	3	13.64	20	25.97
Total	55	71.43	22	28.57	77	100.00

The largest group of the participants from the House of Representatives, 18 (32.73%), characterized their district as "Rural," while 17 (30.91%) said they represented "Urban" districts. Fifteen (21.27%) classified their's as "Mostly Urban" districts. Five (22.73%) Senate respondents listed their districts as "Rural," while three (13.64%) indicated they had "Urban" districts.

Respondents' political affiliation by legislative branch is listed in Table X. In the House, there were 44 (78.57%) respondents whose political affiliation was Democratic, while 12 (21.43%) were from the Republican Party. Eighteen (81.82%) Senate participants were Democrat, however, four (18.18%) were Republican.

Table XI is a summary of respondents' 4-H alumni status by legislative branch. On the House of Representatives side, 39 (69.09%) of the respondents were not 4-H alumni, but 17 (30.91%) were. Eleven (57.89%) of the Senators who responded had not been 4-H'ers, while eight (42.11%) had been.

Familiarity and Relationships with Cooperative Extension

In an effort to describe respondents' involvement and participation in Cooperative Extension, Table XII was constructed. First, the table displays information about respondents' involvement through membership or participation in 4-H. Eleven (19.64%) of the House of Representatives respondents indicated that they had been involved in Extension activities through either membership or participation in 4-H, while 45 (80.36%) had not. Of the Senate

TABLE X
A DISTRIBUTION OF HOUSE AND SENATE MEMBERS BY
POLITICAL AFFILIATION

Political Affiliation	<u>Legislative Branch</u>					
	<u>House</u>		<u>Senate</u>		<u>Total</u>	
	N	Percent (%)	N	Percent (%)	N	Percent (%)
Democratic	44	78.57	18	81.82	62	79.49
Republican	12	21.43	4	18.18	16	20.51
Total	56	71.79	22	28.21	78	100.00

TABLE XI
A DISTRIBUTION OF HOUSE AND SENATE MEMBERS
BY WHETHER OR NOT THEY WERE 4-H ALUMNI

4-H Alumni	<u>Legislative Branch</u>					
	<u>House</u>		<u>Senate</u>		<u>Total</u>	
	N	Percent (%)	N	Percent (%)	N	Percent (%)
Yes	17	30.91	8	42.11	25	33.78
No	38	69.09	11	57.89	49	66.22
Total	55	74.32	19	25.68	74	100.00

TABLE XII

A SUMMARY OF POLICY MAKERS' FAMILIARITY AND RELATIONSHIP WITH COOPERATIVE
EXTENSION BY INVOLVEMENT/PARTICIPATION IN EXTENSION ACTIVITIES

Involvement/ Participation	LEGISLATIVE BRANCH											
	House				Senate				Total			
	Yes		No		Yes		No		Yes		No	
	N	Percent (%)	N	Percent (%)	N	Percent (%)	N	Percent (%)	N	Percent (%)	N	Percent (%)
Membership/participation in 4-H activities	11	19.64	45	80.36	3	13.04	20	86.96	14	17.22	65	82.28
Member of immediate family involved in 4-H activities	11	19.64	45	80.36	5	21.74	18	78.26	16	20.25	63	79.75
Utilization of the services, educational programs and technical information offered by Extension	21	37.50	35	62.50	7	30.43	16	69.57	28	35.44	51	64.56
Making a point to be involved in at least one Extension activity per year	16	28.57	40	71.43	5	21.74	18	78.26	21	26.58	58	73.42
No current involvement/participation	23	41.07	33	58.93	8	34.78	15	65.22	31	39.24	48	60.76

respondents, only three (13.04%) had not held membership or participation in 4-H, but 20 (86.96%) had had such involvements. Respondents from the two groups involved with Extension by being a member or participant in 4-H totaled 14 (17.72%), however, 65 (82.82%) were not thusly involved. Table XII also contains data derived from respondents' indications of their participation in Extension activities by means of a family member being involved in 4-H activities. Study participants on the House side included 11 (19.64%) who listed involvement through a family member being in 4-H, however, 45 (80.36%) did not. Five (21.74%) of the respondents from the Senate indicated they were involved due to an immediate family member being a 4-H'er, while 18 (78.26) were not. Total responding legislators whose involvement in Cooperative Extension was through a family member being in 4-H was 16 (20.25%), but 63 (79.75%) gave a negative response. Respondents' involvement by utilizing Extension Services, educational programs and technical information offered by Cooperative Extension was analyzed. Twenty-one (37.50%) House of Representatives participants said they had utilized services, while 35 (62.50%) had not. Senators who participated in the study and whose involvement was through the utilization of services included seven (30.43%), but 16 (69.57%) did not. The sum of responding legislators who agreed that involvement was because they utilized services totaled 28 (35.44%), however, 51 (64.56%) had not done this. Respondents' replied as to whether or not they made a point to be involved in at least one Extension activity per year, including committee involvement. House

respondents who positively replied to this question totaled 16 (28.57%). Forty (71.43%) gave a negative response. Respondents from the Senate who had been involved in an Extension activity at least once per year included five (21.74%), however 18 (78.26%) did not. There were 21 (26.58%) total respondents who had made a point to be involved in a minimum of one Extension event per year, but 58 (73.42%) did not. Information in Table XII also provides a summary as to whether or not legislators reported current involvement or relationships with Cooperative Extension. House respondents who answered positively to this question totaled 23 (41.07%). There were 33 (58.93%) negative responses. There were eight (34.78%) Senate respondents who reported no current involvement, while 15 (65.22%) said they were involved. Totals included 31 (39.24%) respondents who indicated they had no current relationship with Extension, but 48 (60.76%) did. Respondents listing "Other" involvement included four (7.16%) House of Representatives members. The means by which they had been involved included, "communication as a legislator," "premium sales," "frequent speaker at events" and "legislative contact on assistance to constituents."

Statements designed to evaluate familiarity and relationships of respondents with Cooperative Extension with regard to acquaintance or receipt of services, educational programs and technical information available through the Extension Service are reported in Table XIII. The initial summary is of respondents who were acquainted with Extension's services as a result of acquiring

TABLE XIII

A SUMMARY OF POLICY MAKERS' FAMILIARITY AND RELATIONSHIPS WITH EXTENSION THROUGH SERVICES AND EDUCATIONAL PROGRAMMING BY METHOD OF ACQUAINTANCE

Method of Acquaintance	LEGISLATIVE BRANCH											
	House				Senate				Total			
	Yes		No		Yes		No		Yes		No	
	N	Percent (%)	N	Percent (%)	N	Percent (%)	N	Percent (%)	N	Percent (%)	N	Percent (%)
Acquire soil test results and practices	42	75.00	10	43.48	13	56.52	24	30.38	55	69.62		
Utilize Extension fact sheets, bulletins, etc.	25	44.64	10	43.48	13	56.52	41	51.90	38	48.10		
Receive Extension Newsletter	26	41.43	19	82.61	4	17.39	49	62.03	30	37.97		
Participate in school council and/or open house open house meetings	53	94.64	3	13.04	20	86.96	6	7.59	73	92.41		
Attend County Extension Committee meetings	40	71.43	3	13.04	20	86.96	19	24.05	60	75.95		
Reading Extension column in newspapers	34	60.71	9	39.13	14	60.87	31	39.24	48	60.76		
Attend regular and special programs and/or open house meetings and school	43	76.79	6	26.09	17	73.91	19	24.05	60	75.95		
Other Relationships	51	91.07	3	13.04	20	86.96	8	10.13	71	89.87		

soil test results and recommended practices. On the House side, this included 14 (25.00%). Forty-two (75.00%) had not acquired such test results. Participants from the Senate who were familiar with Extension's services due to acquiring soil testing and recommended practices equaled ten (43.48%). Thirteen (56.52%) responded in the negative. A total of 24 (30.38%) responding legislators listed their acquaintance with Extension because of soil testing, but 55 (69.62%) indicated this was not the case. Respondents' familiarity with Extension because of utilization of fact sheets, bulletins, applications, et cetera includes, on the House side, 31 (55.36%) who had used the publications and 25 (44.64%) who had not. Ten (43.48%) Senate respondents were familiar with Extension due to the publications, while 13 (56.52%) were not. In all, there were 41 (51.90%) participants who were familiar with Extension because they utilized the publications, but 38 (48.10%) were not. Results obtained relating to respondents' familiarity with Extension being due to receiving an Extension newsletter are also reported in Table XIII. House members who were acquainted with Cooperative Extension because of newsletters included 30 (53.57%), however, 26 (41.43%) reported this was not the case. Nineteen (82.61%) Senate participants responded affirmatively, but four (17.39%) did not. The sum of all respondents whose acquaintance was a result of receiving newsletters totaled 49 (62.03%), but 30 (37.97%) had not. Familiarity of respondents with Extension because of participation in a short course or special updating meeting was reported by three (5.36%) from the House. Fifty-three (94.64%) did not. Three

(13.04%) responding Senators were familiar because of such participation, while 20 (86.96%) were not. Total participants who were familiar because of involvement in a short course or updating meeting equaled six (7.59%), however, 73 (92.41%) were not. Sixteen (28.57%) of the House participants indicated they gained their familiarity because of regular visits to the County Extension Office, this was true for them, but this was not so for 40 (71.43%). Respondents from the Senate who were familiar with Extension because of visiting the Extension office on a regular basis were three (13.04%). Twenty (86.96%) were not. There was a total of 19 (24.05%) participants who were familiar with Extension through regular county office visitation, but 60 (75.95%) were not. Information was sought regarding respondents' familiarity with Extension as a result of reading an Extension column in a newspaper. House participants who were thusly involved totaled 22 (39.29%), however, 34 (60.71%) were not. On the other side, Senate participants who were familiar because of an Extension column included nine (39.13%), but 14 (60.87%) were not. A total of 31 (39.34%) respondents listed their familiarity because of reading an Extension column, however, 48 (60.76%) said this was not the source of their familiarity. Familiarity with Cooperative Extension by respondents as a result of viewing TV programs such as Oklahoma Gardening and SunUp involved 13 (21.21%) of the House members, and six (26.09%) of the Senate members. Forty-three (76.79%) from the House and 17 (73.91%) from the Senate were not familiar with Extension because of viewing the programs. The sum of responding

legislators who did view programs such as SunUp and Oklahoma Gardening who were familiar with Extension totaled 19 (24.05%), however, negative responses totaled 60 (75.95%). Respondents from both branches of the legislature were given the option to list "Other" ways in which they are familiar with Cooperative Extension. One each of the House of Representatives participants, a total of five (8.93%), listed the following: "Relationship with people who work in Extension," "Word of mouth only," "interviewed and showcased 4-H members and honorary 4-H member," "Ag programs for school and others," "Through Langston University programs." Responses from three individuals (13.04%) in the Senate included: "PPAC member," "Spouse member of Extension Homemakers group," "Have used services in the past."

Responding legislators were asked to identify their familiarity with Extension professionals on various levels. These were summarized in Table XIV. Those from the House of Representatives responding affirmatively as to being familiar with Extension professionals in their legislative district/county included 36 (64.29%), while 20 (35.71%) indicated they did not know those employees. Respondents from the Senate who knew their local Extension professionals totaled 17 (73.91%), however, six (26.09%) did not know those workers. Total numbers of respondents who answered positively to the question were 53 (67.09%), but there were 26 (32.91%) who gave negative answers. House participants who knew their County Extension Director (CED) from the House totaled 28 (50.00%) who did, and the same number who did not. In the Senate,

TABLE XIV

A SUMMARY OF POLICY MAKERS' ACQUAINTANCE AND RELATIONSHIPS AMONG EXTENSION PROFESSIONALS BY LEVEL OF POSITION

Level of Position	LEGISLATIVE BRANCH											
	House				Senate				Total			
	Yes		No		Yes		No		Yes		No	
	N	Percent (%)	N	Percent (%)	N	Percent (%)	N	Percent (%)	N	Percent (%)	N	Percent (%)
Extension professionals in District/County	36	64.29	20	35.71	17	73.91	6	26.09	53	67.09	26	32.91
Extension Directors in District/County	28	50.00	28	50.00	12	52.17	11	47.83	40	50.63	39	49.37
District Extension Director	19	33.93	37	66.07	8	34.78	15	65.22	27	34.18	52	65.82
Area and State Specialists	17	30.36	39	69.64	6	26.09	17	73.91	23	29.11	56	70.89
Director and/or Associate Extension Director	10	17.86	46	82.14	6	26.09	17	73.91	16	20.25	63	79.75
Not familiar with Extension	12	21.43	44	78.57	3	13.04	20	86.96	15	18.99	64	81.01

those who were familiar with their CED included 12 (52.17%), while 11 (47.83%) were not. The total number who knew the CED in their district included 40 (50.63%) participants, however, there were 39 (49.38%) who did not. Responses as to acquaintance with the District Director in one of OSU's four administrative districts in the State revealed 19 (33.93%) House members who did, while 37 (66.07%) did not know this person. Senate participants who knew a District Director included eight (34.78%), however, 15 (65.22%) did not. Total results were 27 (34.18%) with positive responses to the question, but 52 (65.82%) were negative responses. On the state level, an effort was made to determine the number of responding legislators who were familiar with Area and State Extension Specialists. A total of 17 (30.36%) House members and six (26.09%) Senators responded that they did know those staffers. Respondents who were not familiar with the specialists included 39 (69.64%) members of the House and 17 (73.91%) Senate members. In all, there were 23 (29.11%) respondents familiar with Area and State Extension professionals, but 56 (70.89%) were not. As to responding legislators' acquaintance with the Director and Associate Director of the Oklahoma Cooperative Extension Service, ten (17.86%) House Members were familiar with those administrators; however, 46 (82.14%) were not. Six (26.09%) Senate respondents were, while 17 (73.91%) were not. The proportion of total participants who were acquainted with Extension's Director and Associate Director included 16 (20.25%), however, 63 (79.75%) were not. Respondents from each branch who were not familiar with Cooperative Extension is included

in Table XIV. Participating House of Representatives members who responded "yes" they were not familiar included 12 (21.43%) along with three (13.04%) Senators. Forty-four (78.57%) responding House members and 20 (86.96%) Senators were familiar with Cooperative Extension. The sum of respondents who answered positively to the question totaled 15 (18.99%), but 64 (81.01%) responded negatively.

Table XV was developed to allow a comparison of the respondents' familiarity with Extension program areas by legislative branch. Twenty-eight (50.00%) of the responding House members and 17 (73.91%) Senate respondents recognized Agriculture as being the most familiar program area. Both branches recognized 4-H as the second most familiar program area with 28 (50.00%) House respondents and 15 (65.22%) Senators thusly responding. Rural Development was the third most familiar program area on the Senate side, as indicated by nine (39.13%) respondents; however, for the House this was Home Economics due to the 15 (26.79%) responding. Finally, the least familiar program area to the House side respondents was Rural Development with 12 (21.43%) selecting this area, while seven (30.43%) of the Senators selected Home Economics as their fourth most familiar area.

Table XVI contains a summary of data regarding the final question pertaining to familiarity and relationship with Cooperative Extension. Respondents were asked whether or not there should be a legislative day. House respondents agreeing to such a day included 34 (68.00%), while 16 (32.00%) did not want such an event. The

TABLE XV

A SUMMARY OF POLICY MAKERS' FAMILIARITY AND PERSONAL ACQUAINTANCE WITH
COOPERATIVE EXTENSION BY PROGRAM AREA(S)

Program Area(s)	LEGISLATIVE BRANCH											
	House				Senate				Total			
	Yes		No		Yes		No		Yes		No	
	N	Percent (%)	N	Percent (%)	N	Percent (%)	N	Percent (%)	N	Percent (%)	N	Percent (%)
4-H	28	50.00	28	50.00	15	65.22	8	34.78	48	54.43	36	45.57
Home Economics	15	26.79	41	73.21	7	30.43	16	69.57	22	27.85	57	72.15
Rural Development	12	21.43	44	78.57	9	39.13	14	60.87	21	26.58	58	73.42
Agriculture	28	50.00	28	50.00	17	73.91	6	26.09	45	56.96	34	43.04

TABLE XVI

A SUMMARY OF POLICY MAKERS' ATTITUDES BY WHETHER OR
 NOT A LEGISLATIVE DAY WOULD BE HELPFUL IN
 KEEPING THEM UP-TO-DATE AND INFORMED
 BY LEGISLATIVE BRANCH

Legislative Branch	Yes		No		Total	
	N	Percent (%)	N	Percent (%)	N	Percent (%)
House	34	50.00	16	23.53	50	73.53
Senate	14	20.59	4	5.88	18	26.47
Total	48	70.59	20	29.41	68	100.00

vast majority of the participating Senators who wanted a legislative day included 14 (77.78%), however, four (22.22%) did not.

Understanding and Knowledge of
Cooperative Education

Table XVII was designed to provide a summary of legislators' extent of agreement with a series of statements relating to their understanding and knowledge of Cooperative Extension. Legislators were asked to rate a series of seven questions on a "Likert-type" scale using the following choices: "Strongly Agree," "Agree," "Disagree," or "Strongly Disagree." Overall, the strongest levels of agreement in this section were to the statement, "Cooperative Extension is a public service agency." Ratings from respondents in both branches were identical, 3.55 or "Strongly Agree," and this was naturally the mean response for the two groups combined. Of the total group of respondents, only two (4.26) House members selected a rating below the "Agree" level. The statement, "The mission of Cooperative Extension is education," was agreed to at the next highest level, also receiving a "Strongly Agree" rating as determined by the 3.51 overall mean response. Level of agreement ratings by the House and Senate respondents were 3.51 and 3.50 respectively. Almost 55 percent (29) of the House members responded "Strongly Agree" to this statement with only one individual (2.13%) expressing a negative response and this was "Strongly Disagree." Equal proportions of Senators, 11 (50.00%), responded in the "Strongly Agree" and "Agree" categories. The statements, "Extension

TABLE XVII

A SUMMARY OF POLICY MAKERS' RESPONSES BY EXTENT OF AGREEMENT WITH
STATEMENTS RELATING TO UNDERSTANDING AND
KNOWLEDGE OF COOPERATIVE EXTENSION

Statements/Response Groups	Distribution of Responses by Level of Agreement								Mean Score	Category of Agreement	SD
	Strongly Agree		Agree		Disagree		Strongly Disagree				
	N	%	N	%	N	%	N	%			
Cooperative Extension is a Public Service agency											
House	29	61.70	16	34.04	1	2.13	1	2.13	3.55	Strongly Agree	.65
Senate	12	54.55	10	45.45	0	0.00	0	0.00	3.55	Strongly Agree	.51
Overall	41	59.42	26	37.68	1	1.45	1	1.45	3.55	Strongly Agree	.61
Mission of Cooperative Extension is Education											
House	29	54.72	23	43.40	0	0.00	1	1.89	3.51	Strongly Agree	.61
Senate	11	50.00	11	50.00	0	0.00	0	0.00	3.50	Strongly Agree	.51
Overall	40	53.33	34	45.33	0	0.00	1	1.33	3.51	Strongly Agree	.58
Extension educational activities may include workshops, field days, short courses, meetings, mailings and community development											
House	23	48.94	23	48.94	0	0.00	1	2.13	3.45	Agree	.62
Senate	8	36.36	14	63.64	0	0.00	0	0.00	3.36	Agree	.50
Overall	31	44.93	37	53.62	0	0.00	1	1.45	3.42	Agree	.58

TABLE XVII (Continued)

Statements/Response Groups	Distribution of Responses by Level of Agreement								Mean Score	Category of Agreement	SD
	Strongly Agree		Agree		Disagree		Strongly Disagree				
	N	%	N	%	N	%	N	%			
Cooperative Extension is accountable for educational programs and activities in Rural Development, Home Economics, Agriculture Sciences and Natural Resources and Youth Development											
House	21	45.65	23	50.00	1	2.17	1	2.17	3.39	Agree	.65
Senate	10	45.45	12	54.55	0	0.00	0	0.00	3.45	Agree	.51
Overall	31	45.59	35	51.47	1	1.47	1	1.47	3.41	Agree	.60
Scope of Cooperative Extension refers to clientele being served and methods of transferring information											
House	20	39.22	29	56.86	1	1.96	1	1.96	3.33	Agree	.62
Senate	6	27.27	16	72.73	0	0.00	0	0.00	3.27	Agree	.46
Overall	26	35.62	45	61.64	1	1.37	1	1.37	3.32	Agree	.57
Ideally, the concept of Cooperative Extension is a three-way partnership between the county, state and federal governments											
House	19	41.30	22	47.83	3	6.52	2	4.35	3.26	Agree	.77
Senate	10	47.62	8	38.10	3	14.29	0	0.00	3.33	Agree	.73
Overall	29	43.28	30	44.78	6	8.96	2	2.99	3.28	Agree	.75

TABLE XXVII (Continued)

Statements/Response Groups	Distribution of Responses by Level of Agreement								Mean Score	Category of Agreement	SD
	Strongly Agree		Agree		Disagree		Strongly Diagree				
	N	%	N	%	N	%	N	%			
The function of Cooperative Extension is largely planning and providing instruction, providing information, facilitating change and action based on scientific information											
House	11	23.91	31	67.39	3	6.52	1	2.17	3.13	Agree	.62
Senate	7	33.33	12	57.14	2	9.52	0	0.00	3.24	Agree	.62
Overall	18	26.87	43	64.18	5	7.46	1	1.49	3.16	Agree	.62

educational activities may include workshops, field days, short courses, meetings, mailings and community development," received an overall "Agree" rating with a mean of 3.42. An equal number of respondents from the House, 23 (48.94%) chose "Strongly Agree" and "Agree," while more Senate respondents, 14 (63.64%), chose "Agree" than "Strongly Agree," with eight (36.36%). Only one respondent (2.13%), from the House, provided a negative response and this was in the "Strongly Disagree" category. The statement which dealt with Cooperative Extension being accountable for educational programs and activities in the four program areas received an overall mean rating of 3.41, "Agree," from respondents in both legislative branches. Choosing the "Agree" response were 23 (50.00%) from the House and 12 (54.55%) from the Senate. More than 45 percent of each group of respondents selected the "Strongly Agree" response. There was one (2.17%) respondent from the House who selected "Disagree" and the other opted for "Strongly Disagree." Another statement that received an overall mean of "Agree" rating was, "Scope of Cooperative Extension refers to Clientele being served and methods of transferring information." Overall, there were 71 (97.26%) respondents who rated this statement above the "Agree" level, with 29 (56.86%) House members and 16 (72.73%) Senate members choosing "Agree". There were two (2.74%) responses below the "Agree" level. Both were from the House, with one each being in the "Disagree" and "Strongly Disagree" categories. In dealing with the statement, "Ideally the concept of Cooperative Extension is a three-way partnership between the county, state, and federal governments,"

responding legislators expressed an overall "Agree" rating with a mean of 3.28. More than 89 percent (41) of the House respondents and over 85 percent (18) of those from the Senate rated the statement "Agree" or "Strongly Agree." Three (6.52%) and two (4.35%) House members chose "Disagree" and "Strongly Disagree" respectively to describe their feelings toward the statement. Three Senate participants (14.29%) responded at the "Disagree" level. Finally, in response to the extent to which they concurred with the statement dealing with the function of Cooperative Extension being largely planning and providing instruction, providing information, facilitating change and action based on scientific information, respondents assigned it a mean rating of 3.16, "Agree." The mean response from the Senate side was found to be 3.24, with a 3.13 from House participants. About 90 percent (61) of the groups combined responded on the positive side with the majority of each group selecting the "Agree" response.

Perceptions of Cooperative Extension

In order to summarize the extent of agreement with statements relating to respondents' perceptions of Cooperative Extension by legislative branch, Table XVIII was developed. Participating legislators were asked to rate six statements on a "Likert-type" scale using four levels, "Strongly Agree," "Agree," "Disagree," and "Strongly disagree." The statement with the highest level of agreement, "Information and Extension programming are accessible to the citizens of my district," received an overall mean rating of

TABLE XVIII

A SUMMARY OF POLICY MAKERS' RESPONSES CONCERNING EXTENT OF AGREEMENT WITH
STATEMENTS RELATING TO PERCEPTIONS OF COOPERATIVE
EXTENSION BY LEGISLATIVE BRANCH

Statements/Response Groups	Distribution of Responses by Level of Agreement								Mean Score	Category of Agreement	SD
	Strongly Agree		Agree		Disagree		Strongly Disagree				
	N	%	N	%	N	%	N	%			
Information and Extension programming are accessible to the citizens of my district											
House	18	39.13	24	52.17	2	4.35	2	4.35	3.26	Agree	.74
Senate	8	38.10	13	61.90	0	0.00	0	0.00	3.38	Agree	.50
Overall	26	38.81	37	55.22	2	2.99	2	2.99	3.30	Agree	.67
Extension programs in my district are largely beneficial											
House	14	31.11	27	60.00	2	4.44	2	4.44	3.18	Agree	.72
Senate	11	50.00	11	50.00	0	0.00	0	0.00	3.50	Strongly Agree	.51
Overall	25	37.31	38	56.72	2	2.99	2	2.99	3.28	Agree	.67
The image of Cooperative Extension in my district is very favorable											
House	19	39.58	26	54.17	2	4.17	1	2.08	3.31	Agree	.67
Senate	5	22.73	16	72.73	1	4.55	0	0.00	3.19	Agree	.50
Overall	24	34.29	42	60.00	3	4.29	1	1.43	3.27	Agree	.61

TABLE XXVIII (Continued)

Statements/Response Groups	Distribution of Responses by Level of Agreement								Mean Score	Category of Agreement	SD
	Strongly Agree		Agree		Disagree		Strongly Disagree				
	N	%	N	%	N	%	N	%			
The impact of program effectiveness of Cooperative Extension in my district is positive and exemplary											
House	18	39.13	23	50.00	3	6.52	2	4.35	3.24	Agree	.77
Senate	7	31.82	14	63.64	1	4.55	0	0.00	3.27	Agree	.55
Overall	25	36.76	37	54.41	4	5.88	2	2.94	3.25	Agree	.70
Cooperative Extension helps me to understand issues affecting Agriculture, Family, Rural Development and Youth											
House	17	36.96	20	43.48	7	15.22	2	4.35	3.13	Agree	.83
Senate	6	27.27	15	68.18	1	4.55	0	0.00	3.23	Agree	.53
Overall	23	33.82	35	51.47	8	11.76	2	2.94	3.26	Agree	.75
Extension programs in my district are cost effective											
House	14	36.84	16	42.11	6	15.79	2	5.26	3.11	Agree	.86
Senate	6	37.50	8	50.00	2	12.50	0	0.00	3.25	Agree	.68
Overall	20	37.04	24	44.44	8	14.81	2	3.70	3.15	Agree	.81

3.30. Over 50 percent (24) of the House respondents rated the statement at the "Agree" level and over 61 percent (13) of those responding from the Senate also agreed with the statement. Only four (8.78%) respondents overall chose a rating below the "Agree" level and they were from the House. "Extension programs in my district are largely beneficial," received a "Strongly Agree" rating from Senate respondents with a mean of 3.50. The overall rating, however, was categorized at the "Agree" level in that the mean was 3.28. Senate respondents rated equal proportions, 11 (50.00%) in the "Agree" and "Strongly Agree" categories. Twenty-seven (60.00%) of the House respondents selected the "Agree" rating and 14 (31.11%) chose "Strongly Agree." A statement relating to the image of Cooperative Extension in each participant's district received an overall "Agree" rating with a mean of 3.27. The majority of participants from each branch rated the statement at the "Agree" level, while there were four (5.72%) respondents who chose to rate the statement below that level. Respondents, overall, selected the "Agree" category for the statement, "The impact and program effectiveness of Extension in my district is positive and exemplary." The mean was 3.25. Fifty percent (23) of the House respondents agreed to the statement, while 39.13 percent (18) "Strongly Agreed." Respondents from the Senate who agreed with the statement totaled 14 (63.64%) and seven (31.82%) "Strongly Agreed." There were five (10.87%) respondents from the House who gave the statement a rating less than "Agree," along with one (4.55%) from the Senate. In reference to the statement, "Cooperative Extension

helps me to understand issues affecting agriculture, rural development and youth," legislators gave an overall rating of "Agree" with a mean of 3.16. Over 68 percent (15) of the Senate respondents agreed with the statement, while six (27.27%) selected "Strongly Agree." The majority of House respondents, 37 (80.44%), rated the statement above the "Agree" level. There were, however, two (4.35%) who chose "Strongly Disagree" to describe the statement. Lastly, an overall mean of 3.15, "Agree," was given to the statement, "Extension programs in my district are cost effective." A total of 24 respondents (44.44%) chose the "Agree" category, with 16 (42.11%) from the House and eight (50.00%) from the Senate. There was a total of 20 (37.04%) "Agree," 14 (36.84%) and six (27.27%) in the "Strongly Agree" category from the House and Senate respectively. Only two respondents (5.26%), the two from the House, chose "Strongly Disagree," and the remaining eight (14.01%) chose "Disagree." Six (15.79%) were from the House and two (12.50%) were from the Senate.

Attitudes Toward Cooperative Extension

An important aspect of this study was the determination of legislators' attitudes and preferences with regard to selected programming, procedures, funding considerations, priorities and other critical elements of the Oklahoma Cooperative Extension Service. This was achieved by asking legislators to express the extent to which they agreed with a series of statements relating to

these elements. The data obtained from this portion of the study are reported in Table XIX. At the onset, it should be pointed out that none of the statements drew overall mean assessments in the "Strongly Agree" or "Strongly Disagree" categories. In fact, for all but three of the statements, the overall mean response fell into the "Agree" designation. The overall mean for the three exceptions was determined to be "Disagree". Also, attention is called to the fact that the range of standard deviations for the mean responses reported in this table was from .47 to .98, indicating that there were relatively high levels of homogeneity among the responses reported. Because of this, the standard deviations are not included in the ensuing discussion. It should be noted, too, that not all of the items in this section were answered by all respondents; therefore, the numbers of respondents vary by statement.

Slightly more than one-half of the Senators (56.52%) and just under one-half of the House respondents (47.62%) opted to "Agree" when presented with the statement, "Education should be the mission of Cooperative Extension." Less than five percent of each set of respondents indicated negative feelings about this. Respective House and Senate group mean responses were quite similar, 3.40-"Agree" and 3.35-"Agree", This item received the second highest level of agreement expressed by the two groups in this section.

The respondents supported the concept that clientele to be served by Extension should be involved in determining programming. This was indicated by the 3.35-"Agree" overall mean response. This

TABLE XIX

A SUMMARY OF POLICY MAKERS' RESPONSES CONCERNING THE EXTENT OF AGREEMENT WITH STATEMENTS RELATING TO RESPONDENTS' UNDERSTANDING AND KNOWLEDGE OF COOPERATIVE EXTENSION BY STATEMENT(S)/RESPONSE GROUP(S)

Statements/Response Groups	Distribution of Responses by Level of Agreement								Mean Score	Category of Agreement	SD
	Strongly Agree		Agree		Disagree		Strongly Disagree				
	N	%	N	%	N	%	N	%			
Education should be the mission of Cooperative Extension											
House	20	47.62	20	47.62	1	2.38	1	2.38	3.40	Agree	.66
Senate	9	39.13	13	56.52	1	4.35	0	0.00	3.35	Agree	.57
Overall	29	44.62	33	50.77	2	3.08	1	1.54	3.38	Agree	.63
The clientele to be served should be involved in determining the programming through the county program											
House	19	42.22	25	55.56	0	0.00	1	2.22	3.38	Agree	.61
Senate	7	30.43	16	69.57	0	0.00	0	0.00	3.30	Agree	.47
Overall	26	38.24	41	60.29	0	0.00	1	1.47	3.35	Agree	.57
Determining the appropriate methods for transferring information to clientele is more critical for Extension now than in the past											
House	19	41.30	24	52.17	2	4.35	1	2.17	3.33	Agree	.67
Senate	10	43.48	11	47.85	2	8.70	0	0.00	3.35	Agree	.65
Overall	29	42.03	35	50.72	4	5.80	1	1.45	3.33	Agree	.66

TABLE XIX (Continued)

Statements/Response Groups	Distribution of Responses by Level of Agreement								Mean Score	Category of Agreement	SD
	Strongly Agree		Agree		Disagree		Strongly Disagree				
	N	%	N	%	N	%	N	%			
Planning and providing educational programs based on scientific information, creating opportunities to transfer information, facilitating change and informing the public and appropriate agencies of government of program direction and accomplishments are valid functions of Cooperative Extension											
House	17	37.78	26	57.78	1	2.22	1	2.22	3.31	Agree	.63
Senate	10	43.48	13	56.52	0	0.00	0	0.00	3.43	Agree	.51
Overall	27	39.71	39	57.35	1	1.47	1	1.47	3.35	Agree	.59
Priorities in Cooperative Extension should be oriented toward traditional programs in Agriculture, Rural Development, Home Economics, and Youth Development											
House	15	34.88	23	53.49	4	9.30	1	2.33	3.21	Agree	.71
Senate	4	18.18	15	68.18	2	9.09	1	4.55	3.00	Agree	.69
Overall	19	29.23	38	58.46	6	9.23	2	3.08	3.14	Agree	.70
Extension priorities should emphasize program development and delivery with urban and non-rural audiences											
House	13	28.89	27	60.00	4	8.89	1	2.22	3.16	Agree	.67
Senate	4	18.18	14	63.64	4	18.18	0	0.00	3.00	Agree	.62
Overall	17	25.37	41	61.19	8	11.94	1	1.49	3.10	Agree	.71

TABLE XIX (Continued)

Statements/Response Groups	Distribution of Responses by Level of Agreement								Mean Score	Category of Agreement	SD
	Strongly Agree		Agree		Disagree		Strongly Disagree				
	N	%	N	%	N	%	N	%			
Extension needs to learn to live with the present budget environment											
House	20	45.45	23	57.27	0	0.00	1	2.27	3.41	Agree	.62
Senate	7	33.33	10	47.62	3	14.29	1	4.76	3.10	Agree	.83
Overall	27	41.54	33	50.77	3	4.62	2	3.08	3.31	Agree	.71
Multi-county units have the ability to serve the needs of Extension clientele as effectively as the traditional organizational structure of a fully staffed Extension office in every county											
House	8	17.78	20	44.44	12	26.67	5	11.11	2.69	Agree	.90
Senate	5	23.81	7	33.33	7	33.33	2	9.52	2.71	Agree	.96
Overall	13	19.70	27	40.91	19	28.79	7	10.61	2.70	Agree	.91
Multi-county units offer a solution to the funding problems in Extension											
House	7	15.91	25	56.82	10	22.73	2	4.55	2.84	Agree	.75
Senate	7	33.33	10	47.62	3	14.29	1	4.76	3.10	Agree	.83
Overall	14	21.54	35	53.85	13	20.00	3	4.62	2.92	Agree	.78

TABLE XIX (Continued)

Statements/Response Groups	Distribution of Responses by Level of Agreement								Mean Score	Category of Agreement	SD
	Strongly Agree		Agree		Disagree		Strongly Disagree				
	N	%	N	%	N	%	N	%			
In a time of austerity, Extension should reduce programs and staff at the county, district, area, and state levels											
House	4	10.26	14	35.90	16	41.03	5	12.82	2.44	Disagree	.86
Senate	1	5.26	3	15.79	12	63.16	3	15.79	2.11	Disagree	.83
Overall	5	8.62	17	29.31	28	48.28	8	13.79	2.33	Diagree	.82
As a legislator, input from county, district, and state Extension personnel would be helpful to me in making decisions concerning Cooperative Extension											
House	19	37.25	29	56.86	1	1.96	2	3.92	3.27	Agree	.70
Senate	8	36.36	13	59.09	1	4.55	0	0.00	3.32	Agree	.57
Overall	27	36.99	42	57.53	2	2.74	2	2.74	3.29	Agree	.66
Funding should be appropriated directly to Extension rather than to "route" the "appropriation" through the state regents for higher education											
House	13	36.17	19	40.43	8	17.02	3	6.38	3.06	Agree	.90
Senate	10	50.00	6	30.00	4	20.00	0	0.00	3.30	Agree	.80
Overall	27	40.30	25	37.31	12	17.91	3	4.48	3.13	Agree	.87

TABLE XIX (Continued)

Statements/Response Groups	Distribution of Responses by Level of Agreement								Mean Score	Category of Agreement	SD
	Strongly Agree		Agree		Disagree		Strongly Disagree				
	N	%	N	%	N	%	N	%			
Extension should continue the present funding arrangements but add a surcharge for local clientele using the services provided											
House	3	6.52	16	34.78	19	41.30	8	17.39	2.30	Disagree	.90
Senate	0	0.00	5	26.32	10	52.63	4	21.05	2.05	Disagree	.71
Overall	3	4.62	21	32.31	29	44.62	12	18.46	2.23	Disagree	.81
As a legislator I need to know the impact and/or extent of Extension's effectiveness in my district											
House	20	40.82	27	55.10	1	2.04	1	2.04	3.35	Agree	.63
Senate	14	63.64	5	22.73	3	13.64	0	0.00	3.50	Strongly Agree	.74
Overall	34	47.89	32	45.07	4	5.63	1	1.41	3.39	Agree	.67
Funding for Cooperative Extension should be based on an index which considers the number of farms, number of agricultural workers, clientele served and county population											
House	8	17.78	28	62.22	7	15.56	2	4.44	2.93	Agree	.72
Senate	5	26.32	7	36.84	5	26.32	2	10.53	2.79	Agree	.98
Overall	13	20.31	34	54.69	12	18.75	4	6.25	2.89	Agree	.80

TABLE XIX (Continued)

Statements/Response Groups	Distribution of Responses by Level of Agreement								Mean Score	Category of Agreement	SD
	Strongly Agree		Agree		Disagree		Strongly Disagree				
	N	%	N	%	N	%	N	%			
County citizens should vote to tax themselves (county sales tax) to support Extension programs											
House	1	2.22	26	57.78	14	31.11	4	8.89	2.53	Agree	.70
Senate	2	9.52	11	52.38	5	23.81	3	14.29	2.57	Agree	.87
Overall	3	4.55	37	56.06	19	28.79	7	10.61	2.55	Agree	.75
Extension's programs and services should be further expanded for clientele in urban areas											
House	5	10.87	29	63.04	9	19.57	3	6.52	2.78	Agree	.73
Senate	6	30.00	11	55.00	2	10.00	1	5.00	3.10	Agree	.79
Overall	11	16.67	40	60.61	11	16.67	4	6.06	2.88	Agree	.75
Extension resources and programming should be directed toward:											
...Large commercial agriculture units											
House	1	2.08	9	18.75	31	64.58	7	14.58	2.08	Disagree	.65
Senate	1	5.00	8	40.00	7	35.00	4	20.00	2.30	Disagree	.86
Overall	2	2.94	17	25.00	38	55.88	11	16.18	2.15	Diagree	.72

TABLE XIX (Continued)

Statements/Response Groups	Distribution of Responses by Level of Agreement								Mean Score	Category of Agreement	SD
	Strongly Agree		Agree		Disagree		Strongly Disagree				
	N	%	N	%	N	%	N	%			
...serving the "family farm"											
House	22	45.83	24	50.00	1	2.08	1	2.08	3.40	Agree	.64
Senate	6	28.57	13	61.90	1	4.76	1	4.76	3.14	Agree	.73
Overall	28	40.58	37	53.62	2	2.90	2	2.90	3.32	Agree	.68
...assisting small/part-time farmers											
House	8	16.67	35	72.92	4	8.33	1	2.08	3.04	Agree	.58
Senate	5	23.81	13	61.90	2	9.52	1	4.76	3.05	Agree	.74
Overall	13	18.84	48	69.57	6	8.70	2	2.90	3.04	Agree	.63
...strengthening family systems											
House	19	40.43	25	53.19	2	4.26	1	2.13	3.32	Agree	.66
Senate	9	42.86	10	47.62	1	4.76	1	4.76	3.29	Agree	.78
Overall	28	41.18	35	51.47	3	4.41	2	2.94	3.31	Agree	.70
...enhancing knowledge concerning the financial security of families											
House	16	33.33	26	54.17	5	10.42	1	2.08	3.19	Agree	.70
Senate	6	28.57	11	52.38	2	9.52	2	9.52	3.00	Agree	.89
Overall	22	31.88	37	53.62	7	10.14	3	4.35	3.13	Agree	.77

TABLE XIX (Continued)

Statements/Response Groups	Distribution of Responses by Level of Agreement								Mean Mean	Category of Agreement	SD
	Strongly Agree		Agree		Disagree		Strongly Disagree				
	N	%	N	%	N	%	N	%			
...health and wellness											
House	11	23.40	26	55.32	9	19.15	1	2.13	3.00	Agree	.72
Senate	7	33.33	9	42.86	3	14.29	2	9.52	3.00	Agree	.95
Overall	18	26.47	35	51.47	12	17.65	3	4.41	3.00	Agree	.79
...protecting the environment											
House	12	25.00	30	62.50	5	10.12	1	2.08	3.10	Agree	.66
Senate	7	33.33	11	52.38	1	4.76	2	9.52	3.10	Agree	.89
Overall	19	27.54	41	59.42	6	8.70	3	4.35	3.10	Agree	.73
...revitalizing rural Oklahoma											
House	16	33.33	30	62.50	1	2.08	1	2.08	3.27	Agree	.61
Senate	11	52.38	9	42.86	0	0.00	1	4.76	3.43	Agree	.75
Overall	27	39.13	39	56.52	1	1.45	2	2.90	3.32	Agree	.65
...youth development											
House	20	41.67	25	52.08	2	4.17	1	2.08	3.33	Agree	.66
Senate	10	47.62	10	47.62	0	0.00	1	4.76	3.38	Agree	.74
Overall	30	43.48	35	50.72	2	2.90	2	2.90	3.35	Agree	.68
...urban horticulture & entomology											
House	9	20.00	31	68.89	4	8.89	1	2.22	3.07	Agree	.62
Senate	4	19.05	14	66.67	2	9.52	1	4.76	3.00	Agree	.71
Overall	13	19.70	45	68.18	6	9.09	2	3.03	3.05	Agree	.64

Table XIX (Continued)

Statements/Response Groups	Distribution of Responses by Level of Agreement								Mean Score	Category of Agreement	SD
	Strongly Agree		Agree		Disagree		Strongly Disagree				
	N	%	N	%	N	%	N	%			
Cooperative Extension should not expect further increases in state funding unless the county and federal partners are willing to be more equitable in their support											
House	5	10.87	26	56.52	14	30.43	1	2.17	2.76	Agree	.67
Senate	3	15.79	11	57.89	4	21.05	1	5.26	2.84	Agree	.76
Overall	8	12.31	37	56.92	18	27.69	2	3.08	2.78	Agree	.70
The priorities and focus of Extension are meeting the needs of today's clientele											
House	5	10.87	34	73.91	6	13.04	1	2.17	2.93	Agree	.57
Senate	3	16.67	13	72.22	2	11.11	0	0.00	3.06	Agree	.54
Overall	8	12.50	47	73.44	8	12.50	1	1.56	2.97	Agree	.56

was one of three statements with this magnitude of mean response, which was the third highest reported in this table. House respondents were slightly more in agreement as indicated by their 3.38 mean response in comparison to the 3.30 for their Senate counterparts, but both of these fit into the "Agree" category. Almost 70 percent of the Senators (16) and nearly 56% of the House members (25) selected "Agree" as their response, with all the remaining except for one House member, choosing "Strongly Disagree."

The two groups' combined reacted at the "Agree" level (3.33%) to the suggestion that determination of appropriate methods of transferring information to clientele is more important for Extension now than ever before. Very similar proportions of both sets of participants, 41.30% for the House and 43.48% for the Senate, indicated "Strongly Agree" as their response to this. Two members of each group expressed a "Disagree."

In the view of those surveyed, functions of Extension should be to plan and provide programs based on scientific information, create opportunities to transfer information, facilitate change, and inform the public and agencies of program direction and accomplishments. This was indicated by the combined response of 3.35-"Agree," which was another of those tied for the third highest level of agreement reported in this table. Senators had a slightly higher level of agreement, 3.43, as compared to House members' 3.31; however, each of these was in the "Agree" range. The patterns of responses by the two groups by category were in relatively the same proportions.

Overall, the mean response from the two groups participating in the study was 3.14-"Agree" when they were asked if they felt the priorities of Extension should be directed toward traditional programs in Agriculture, Rural Development, Home Economics and Youth Development. The modal response for each group was "Agree," with more than two-thirds of the Senate contingent responding thusly. A combined total of six expressed a "Disagree," with one from each group checking "Strongly Disagree." The mean for the Senators was 3.00 while that of the House members was 3.21.

More than 60 percent of both groups responded "Agree" that "Extension priorities should emphasize program development and delivery with urban and non-urban audiences". There were larger proportions of respondents, 13.43%, on the negative side of this issue than with the others discussed thus far. Four each from each branch of the legislature chose "Disagree" and one House member expressed "Strongly Disagree." However, the combined mean response was 3.10-"Agree."

An overall response of 3.31-"Agree" was determined for the statement that, "Extension needs to learn to live within the present budget environment." House partakers indicated a noticeably higher level of agreement than did those from the Senate with 3.41 and 3.10 respective mean responses, both of which fit into the "Agree" range. Only one response from the House (2.27%) was on the negative side and it was "Strongly Disagree." But, just under one half (45.45%) of this group responded "Strongly Agree." Interestingly, four Senators responded on the disagree side of the scale. Three

(14.29%) and one (4.76%) selected "Disagree" and "Strongly Disagree" respectively.

When presented a statement which contended that multi-county units can serve clientele as effectively as traditionally staffed individual county offices, the legislators assigned a level of agreement, 2.70, which approached the bottom end of the range for the "Agree" category. Almost 40 percent of the participants responded on the negative side of the scale. The respective group means were almost equal. A similar statement relating to the potential of multi-county units as a solution to Extension funding problems received only a slightly higher mean of 2.92, with Senators indicating more agreement by a mean response of 3.10 as compared to 2.84 for their House colleagues.

To the suggestion that in a time of austerity, Extension programs and staff at all levels should be reduced, the lawmakers participating provided a mean response of 2.33 which was categorized as "Disagree." As indicated by their 2.11 mean, Senators were more in disagreement than House members, whose mean was calculated to be 2.44. Twelve Senators (63.16%) checked the "Disagree" option and three more (15.79%) selected "Strongly Disagree." Over 40 percent on the House side responded "Disagree," while almost 13 percent did so at the "Strongly Disagree" level.

Legislators agreed that receiving inputs from Extension personnel at all levels would be helpful for their decision-making regarding Extension. House, Senate, and overall mean responses of 3.27, 3.32, and 3.29 respectively all fit into the "Agree" category

of classification. Of the 51 House members responding, 48 indicated either "Agree" or "Strongly Agree" to this item. The same was true for 21 of the 22 Senate members who answered.

The lawmakers participating in the study provided an overall response of 3.13-"Agree" to the statement holding that Extension funding should go directly to that agency rather than being routed through the State Regents for Higher Education." One-half of the 20 Senate responses and more than 36 percent of those of House members were in the "Strongly Agree" option. However, there were eight (17.02%) indications of "Disagree" and three (6.38%) of "Strongly Disagree" from those in the House who returned the instrument.

Participants in this research were opposed to continuing the present funding arrangement but adding a clientele surcharge for using Extension services. This is based upon the 2.23-"Disagree" mean derived from the combined groups as to this statement. Senators were more in disagreement than House member respondents as evidenced by the 2.05 and 2.30 respective means. Almost three-fourths of the former group's responses were in the negative portion of the scale, while this was true for nearly 60 percent of the latter.

Respondents were asked to react to the statement, "As a legislator, I need to know the impact and/or extent of Extension's effectiveness in my district." This item drew the highest level of agreement of all those contained in Table XIX, 3.39-"Agree." From the Senate side, the mean response was 3.50, which translated to "Strongly Agree" for this group, the only group response of this

magnitude to any item in this table. Almost two-thirds of the Senators expressed a "Strongly Agree" with this statement, as compared to slightly over 40 percent on the House side. Three Senators (13.64%) responded at the "Disagree" level. More than 55 percent of the House respondents selected the "Agree" category, with only one (2.04%) in this group choosing "Disagree" and "Strongly Disagree" respectively. The mean response for the House group was 3.35-"Agree."

A proposal that Extension funding be based upon an index which takes into account the number of farms, agricultural workers, clientele served and county population received a favorable reaction from legislators. This was determined by an overall mean response of 2.89 in the "Agree" category. There was a higher level of agreement from the House respondents (2.93) than from those in the Senate (2.79). Five Senators (26.32%) checked "Disagree" and another two (10.53%) selected "Strongly Disagree." Near the same number of House members responded in basically a like manner on the negative side. Over 62 percent of the House members responded at the "Agree" level to this item.

Those legislators who provided inputs to the recommendation that, "County citizens should vote to tax themselves (county sales tax) to support Extension programs," barely agreed to this approach. The overall mean response was found to be 2.55-"Agree." Of the House group, 40 percent responded at below the "Agree" level with four of these (8.89%) opting for the "Strongly Disagree." As a group, their 2.53 mean was less in agreement than that of their

co-workers in the Senate. For the two groups combined, more than 56 percent indicated an "Agree" response, but only a total of three people expressed a "Strongly Agree."

On the average, lawmakers who responded feel that, "Extension programs and services should be further expanded for clientele in urban areas." This was indicated by the overall mean of 2.88- "Agree." Senators were noticeably more in favor of this action than House members, based upon the 3.10 and 2.78 mean responses from the respective groups. A total of 11 respondents (16.67%) selected the "Disagree" response and another four (6.06%) did the same with "Strongly Disagree".

Using the introductory stem, "Extension's resources and programming should be directed toward" the investigator sought inputs from the two branches of the legislature regarding their preferences as to ten different clientele groups/program emphases. Findings for all of these will be discussed in this section by referring only to the individual variables which complete the stem. Regarding ". . . large commercial agriculture units," the groups "Disagree," as indicated by the 2.15 mean, that this should be the emphasis of Extension efforts. This was the lowest level of mean response calculated for any item included in this table. The House Members disagreed to a greater extent with this than did their Senate cohorts. Interestingly, 40 percent of the Senate group chose the "Agree" response to this item. In contrast, the respondents "Agree" (3.32) that ". . . serving the family farm" is a proper direction for Extension. The House members' response of 3.40 was

notably more favorable than the 3.14 from the Senators. More than 45 percent of those from the House indicated a "Strongly Agree" to this emphasis as compared to 28.57 percent from the Senate side. The two groups had near identical mean responses to ". . . assisting small part-time farmers." The 3.04 for the House and 3.05 for the Senate were both in the "Agree" range. There were no noteworthy differences in the patterns of responses by category of the two groups to this item. Respective group and overall mean responses to ". . . strengthening family systems" were also much alike as indicated by the 3.32, 3.29 and 3.31 respective means of the House, Senate and overall. Of those in the House, 44 (93.62%) responded "Strongly Agree" or "Agree." A total of 19 (90.48) Senators answered in these ways. All mean responses were classified as "Agree." The group response patterns were also quite similar with regard to how they felt about ". . . enhancing knowledge concerning the financial security of families." Slightly more than one-half of each group chose the "Agree" category in describing their feelings toward this. Respective mean responses overall, from the Senate and for the House were 3.13, 3.00 and 3.19, all of which were classified as "Agree." All three mean responses were exactly the same, 3.00-"Agree," to the variable ". . . health and wellness." Nine (19.52%) of the House respondents indicated that they "Disagree" with this emphasis. However, the mode response to this for both groups was "Agree," with 55.32 percent of the House group and 42.86 percent of the Senators replying in this category. Another of the variables dealt with in this section related to

". . . protecting the environment." This was another item for which all three mean responses were found to be identical. These were determined to be 3.10-"Agree." For the two groups combined, 19 (27.54%) elected to "Strongly Agree" while 41 (59.42%) settled on the "Agree" response. A slightly larger proportion of Senators responded in the "Strongly Agree" category. The overall mean response to, ". . . revitalizing rural Oklahoma" was 3.32-"Agree," making this one of the two variables in this section which received the second highest extent of agreement from the two groups combined. The other had to do with Extension serving family farming units. With their 3.43 mean response, those from the Senate agreed at a higher level than did the House group whose mean was 3.27. Eleven (52.38%) of the Senators expressed a "Strongly Agree" to this as an emphasis. A total of only three respondents indicated a negative feeling toward this. The third item in Table XIX for which there was a 3.35 overall mean response and thereby was one of those tied for the third highest extent of agreement of all items in the table was ". . . youth development." Patterns of response across the categories of agreement for this emphasis for the two groups were similar in nature with relatively the same proportions of each group responding to each level of agreement choice. The mean response of the Senators was slightly higher at 3.38. Over two-thirds of each group who replied to the instrument indicated that they "Agree" with the final item within this grouping, ". . . urban horticulture and entomology." Numbers and percentages of responses from the respective groups within each of the categories of agreement were at

essentially the same levels, as were the mean responses. The overall mean was 3.05, with 3.00 for the Senate and 3.07 for the House.

One of the lower levels of "Agree" response was assigned to the statement, "Cooperative Extension should not expect further increases in state funding unless the county and federal partners are willing to be more equitable in their support." The House members' mean response was 2.76-"Agree," while that of the Senate respondents' was slightly higher at 2.84, also "Agree." When combined, these yielded an overall mean of 2.78, also "Agree." The distribution of responses from the two groups across the extent of agreement scale was very similar.

The overall mean of the respondents to the statement, "The priorities and focus of Extension are meeting the needs of today's clientele," was determined to be 2.97 which fit into about a mid-point of range for the "Agree" category. Almost three-fourths of the House members, and 34 (73.91%), of the Senate of respondents, 13 (72.22%) assigned the "Agree" rating to this statement. Only a total of nine individuals failed to at least "Agree" with this contention.

As another means of measuring attitudes towards Cooperative Extension respondents were asked to rank order the Extension program areas of Agriculture, Home Economics, 4-H and Rural Development in terms of their notoriety and visibility. Table XX was developed to depict those rank orders by the House, Senate, and overall. Also, illustrated are the distributions of responses by rank category and

TABLE XX

A SUMMARY OF RESPONDENTS' RANK ORDERS OF AGRICULTURE, HOME ECONOMICS, 4-H AND RURAL DEVELOPMENT
IN TERMS OF NOTORIETY AND VISIBILITY BY PROGRAM AREA(S) AND RESPONSE GROUPS

Program Areas and Response Groups	Distribution of Responses by Rank Order Categories								Mean Rank	SD	Overall Rank
	1		2		3		4				
	N	%	N	%	N	%	N	%			
Agriculture											
House	24	48.98	12	24.48	10	20.41	3	6.12	1.83	.96	
Senate	11	57.89	4	21.05	3	15.79	1	5.26	1.68	.95	
Overall	35	51.47	16	23.53	13	19.12	4	5.88	1.79	.96	1
Home Economics											
House	8	16.33	9	18.37	21	42.86	11	22.45	2.71	1.00	
Senate	1	5.26	7	36.84	6	31.58	5	26.32	2.79	.92	
Overall	9	13.24	16	23.53	27	39.71	16	23.53	2.74	.97	3
4-H											
House	23	46.94	15	30.61	8	16.33	3	6.12	1.82	.93	
Senate	8	42.11	6	31.58	2	10.53	3	15.79	2.00	1.10	
Overall	31	45.59	21	30.88	10	14.71	6	8.82	1.87	.97	2
Rural Development											
House	4	8.00	10	20.00	11	22.00	25	50.00	3.14	1.01	
Senate	3	15.79	1	5.26	7	36.84	8	42.11	3.10	1.08	
Overall	7	10.14	11	15.94	18	26.09	33	47.83	3.11	1.02	4

by group. The program area of Agriculture received a mean ranking of 1.83 from the House members and 1.68 from Senators. When combined, the overall ranking was calculated to be 1.79 and therefore was the top ranked overall. Nearly 50 percent (24) of House Members responding chose the first place ranking for this program area, along with nearly 60 percent (11) of the Senators. Respective mean rankings of 1.82 and 2.00 were determined for the House and Senate groups for the 4-H program area. An overall mean ranking of 1.87 made this area the second ranked item overall. This program area was ranked first by 46.94 percent (23) of the House Members and 42.11 percent (8) of the Senators. 4-H also received 30.61 percent (15) second place rankings from the House and 31.58 percent (6) from the Senate. The third overall ranked program area was Home Economics with a mean of 2.74. The House mean ranking was 2.71, while the Senate's was 2.79. About 43 percent (21) of the House members who responded and about 32 percent (6) of the Senators who responded ranked this program area third. The program area of Rural Development received a mean ranking of 3.14 from the House and 3.10 from the Senate. The overall mean response was 3.11 which placed it in the fourth place ranking. One-half of the House members who responded (25) selected the fourth place ranking for this area as did over 42 percent (8) of the Senators.

CHAPTER V

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

SUMMARY

Introduction

The purpose of this chapter was to present a summary of the study problem and its setting, the design and conduct of the study and the major findings. Also presented are conclusions and recommendations which were based upon analysis and summarization of data collected and upon observations and impressions resulting from the design and conduct of the study.

Purpose of the Study

The purpose of this study was to determine the perceived image and attitudes of state policy makers who were members of the First Session of the Forty-Fourth Oklahoma Legislature toward the Oklahoma Cooperative Extension Service.

Objectives

To accomplish the purpose of this study, the following objectives were established:

- 1) To determine selected characteristics of state policy makers who were members of the First Session of the Forty-Fourth Oklahoma Legislature.

2) To determine the extent of policy makers' knowledge and their perceptions concerning the mission, programs and educational activities of Cooperative Extension.

3) To assess the attitudes of state policy makers toward the mission, programs, priorities and funding for Cooperative Extension.

Design and Conduct of the Study

In order to accomplish the specific objectives, a five-part questionnaire was developed and mailed to all legislators from both the House of Representatives and the Senate.

Part I of the instrument consisted of ten questions designed to obtain demographic information about the 148 conferees and their districts. Legislators' familiarity and relationships with Cooperative Extension were addressed in Part II of the survey by means of a series of items requiring "yes" or "no" responses. Levels of agreement of legislators to a series of statements were used as a means of assessing their understanding and knowledge of Cooperative Extension. This was the focus of Part III of the questionnaire. In this portion, respondents were asked to respond to a "Likert-type" scale using four choices: 1) "Strongly Agree," 2) "Agree," 3) "Disagree," 4) "Strongly Disagree."

Part IV contained six questions designed to elicit legislators' perceptions of Cooperative Extension. A four-point "Likert-type" scale was used to denote categories of agreement.

The survey's final section, Part V, included twenty-one forced response items for which a four-point extent of agreement "Likert-

type" scale was also used. Additionally, an ordinal scale was used to acquire the participants' rankings of Extension program area notoriety and visibility.

The questionnaire was mailed to members of the population; 148 members of the First Session of the Forty-Fourth Oklahoma Legislature, on July 2, 1993. After two additional follow-up mailings, 79 useable responses were received for a total response rate of 53.38 percent.

The questionnaires were returned to the researcher. After it became obvious that the maximum number of responses had been received, they were delivered to the OSU Computer Center for compilation and analysis. Since the entire population of state legislators was surveyed, only descriptive statistics were necessary to accomplish the objectives of the study. Therefore, treatments applied to the data were those designed to calculate standard deviations, means, frequencies, percentages and rank orders.

A telephone follow-up of ten percent of the non-respondents (5 House members and 3 Senators) was conducted with no notable difference being observed when data concerning demographic characteristics of the non-respondents were compared to the respondents. Therefore, it was assumed that non-respondents were not substantially different from the group which did respond.

Major Findings of the Study

Demographic Information. Table XXI is a summary of demographic information. The respondents to the study included 56 (70.89%) House members and 23 (29.11%) Senators, for a total of 79. The majority of the respondents, 74 (93.70%), were male, with 53 (94.64%) of the House group and 21 (91.30%) of those from the Senate being male. The age range of 31 to 60 encompassed 66 (83.50%) of the total who responded. Forty-eight (85.71%) of the House members were in that age range, along with 18 (78.26%) of the Senators. Most House members, 38 (67.85%), who participated in the survey had spent a tenure of six years or less in the legislature. In the Senate, this length of tenure involved 11 (59.59%). The largest single group of the Senate respondents, 6 (26.09%), had been in their position over thirteen years. The modal response for the House members was from five to eight years. Overall, almost two-thirds, 49 (62%) of the respondents had been in the legislature for six years or less. As to occupations of House respondents, the most common response was "Small Business Owner" which involved 14 (26.92%). Next in line were "Educator" and "Farmer/Rancher," each being designated by six (11.54%). On the Senate side, "Attorney" was the most common career with six individuals (27.27%) so indicating. The next most popular Senate occupation was "Farmer/Rancher," with three (13.64%) engaged thusly.

TABLE XXI

SUMMARY OF HOUSE AND SENATE RESPONDENTS BY
DEMOGRAPHIC CHARACTERISTIC(S)

Characteristic(s)	House		Senate		Total	
	N	Percent	N	Percent	N	Percent
Legislative Body	56	70.89	25	29.11	79	100.00
Gender						
Female	3	5.36	2	8.70	5	6.30
Male	53	94.64	21	91.30	74	93.70
Age						
21-30	1	1.79	1	4.35	2	2.50
31-40	11	19.64	5	21.74	16	20.30
41-50	17	30.36	5	21.74	22	27.80
51-60	20	35.71	8	34.78	28	35.40
61-70	6	10.71	4	17.39	10	12.70
71+	1	1.79	0	00.00	1	1.30
Years in Legislature						
2 or less	12	21.43	2	8.70	14	17.70
3-4	13	23.21	4	17.39	17	21.50
5-6	13	23.21	5	21.74	18	22.80
7-8	6	10.71	3	13.04	9	11.40
9-10	5	8.93	2	8.70	7	8.90
11-12	2	3.57	1	4.35	3	3.80
13+	5	8.93	6	26.09	11	13.90
Occupations						
Attorney	4	7.69	6	27.27	10	13.50
Banker	1	1.92	0	00.00	1	1.40
Educator	6	11.54	1	4.55	7	9.50
Farmer/Rancher	6	11.54	3	13.64	9	12.50
Financial Services	1	1.92	0	00.00	1	1.40
Home Builder	2	3.85	1	4.55	3	4.10
Insurance Broker	2	3.85	1	4.55	3	4.10
Minister	2	3.85	0	00.00	2	2.70
Pharmacist	1	1.92	0	00.00	1	1.40
Realtor	5	9.62	2	9.09	7	9.50
Small Business Owner	14	26.92	4	18.18	18	24.30
Other	8	15.38	4	18.18	12	16.20

TABLE XXI (Continued)

Characteristic(s)	House		Senate		Total	
	N	Percent	N	Percent	N	Percent
Formal Education						
High School Graduate	11	20.00	4	18.18	15	19.50
Associate Degree	4	7.27	2	9.09	6	7.80
B.S. Degree	22	40.00	8	36.36	30	39.00
M.S. Degree	7	12.73	1	4.55	8	10.40
Juris Doctorate	5	9.09	0	00.00	2	2.60
Doctoral Degree	2	3.64	0	00.00	2	2.60
Other	4	7.27	1	4.55	5	6.50
Legislative Leadership Position						
Yes	43	76.79	17	77.27	60	76.90
No	13	23.21	5	22.75	18	23.10
Social Characteristics of District						
Rural	18	32.73	5	22.73	23	29.90
Mostly Rural	15	27.27	8	36.36	23	29.90
Mostly Urban	5	9.09	6	27.27	11	14.30
Urban	17	30.91	3	13.64	20	26.00
Political Affiliation						
Democrat	44	78.57	18	81.82	62	79.50
Republican	12	21.43	4	18.18	16	20.50
4-H Alumni						
Yes	17	30.91	8	42.11	25	33.80
No	38	69.09	11	57.89	49	66.20

Almost 39 percent of the total respondents had earned their Bachelor of Science Degree, including 22 (40.00%) from the House and eight (36.36%) from the Senate, making this the modal level of education of the total group. Twenty-one (27.28%) had earned a level of education above the B.S. An overwhelming 76.90 percent of the participants had held a legislative leadership position during their tenure.

Respondents were fairly evenly divided among three descriptions of their districts, with 23 (29.90%) from "Rural" areas, 23 (29.90%) from "Mostly Rural" areas and 20 (26.00%) from "Urban" districts. Thirty-three (60.00%) of the House respondents were from rural-oriented districts, while 13 (59.09%) of the Senators who participated were from districts of the same characteristic. Over 79 percent of the respondents, 62, listed their political affiliation as "Democrat." Of the 79 participants, only 25 (33.80%) were 4-H alumni.

Familiarity/Relationships with Cooperative Extension. Table XXII contains a summary of the findings of the study with regard to respondents' familiarity/relationships with Cooperative Extension. One aspect of this dealt with their involvements/ participation in selected Extension efforts. Others focused upon their acquaintance with Extension services, programs and information; acquaintance with the program's personnel and the program areas through which legislators became most familiar with Extension.

TABLE XXII

A SUMMARY OF LEGISLATORS' FAMILIARITY/RELATIONSHIPS WITH COOPERATIVE
EXTENSION BY EXTENT OF INVOLVEMENT/PARTICIPATION

Involvement/Participation Categories	Distribution of Responses by Group					
	House		Senate		Overall	
	N	%	N	%	N	%
Membership and participation in 4-H activities	11	19.64	3	13.04	14	17.72
Member of immediate family was/is involved in 4-H activities	11	19.64	5	21.74	16	20.25
Utilization of services, programs and information offered by Extension	21	37.50	7	30.43	28	35.44
Involved in at least one Extension activity per year	16	28.57	5	21.74	21	26.58
No current involvement/relationship	23	58.93	8	34.78	31	39.24
Other	4	7.14	1	4.35	5	6.33

TABLE XXII (Continued)

Familiarity/Relationships Categories	Distribution of Responses by Group					
	House		Senate		Overall	
	N	%	N	%	N	%
Acquainted with services, programs, information as a result of:						
Acquiring soil tests and recommended practices	14	25.00	10	43.48	24	30.38
Utilizing fact sheets, bulletins, applications, etc.	31	55.36	10	43.48	41	51.90
Receiving Extension Newsletter	30	53.57	19	82.61	49	62.03
Participating in Extension short course and/or special meetings	3	5.36	3	13.04	6	7.59
Visiting county Extension office on a regular basis	16	28.57	3	13.04	19	14.05
Reading Extension column in newspapers	22	39.29	9	39.13	31	39.24
Tuning in on TV programs such as Oklahoma Gardening, SunUp or radio programs	13	23.21	6	26.09	19	24.05
Other	5	8.93	3	13.04	8	10.13

TABLE XXII (Continued)

Familiarity/Relationships Categories	<u>Distribution of Responses by Group</u>					
	House		Senate		Overall	
	Yes		Yes		Yes	
	N	%	N	%	N	%
Personally Acquainted With:						
Extension professionals in my district/county	35	64.29	17	73.91	53	63.09
Extension Directors in my district/county	28	50.00	12	52.71	40	50.63
District Extension Director	19	33.93	8	34.78	27	34.18
Area and State Specialists	17	30.36	6	26.09	23	29.11
Director and Associate Director at OSU	10	17.86	6	26.09	16	20.25
Not acquainted with personnel	12	21.43	3	13.04	15	18.99

TABLE XXII (Continued)

Familiarity/Relationships Categories	<u>Distribution of Responses by Group</u>					
	House		Senate		Overall	
	Yes		Yes		Yes	
	N	%	N	%	N	%
Most familiar with Extension Activities through Program Areas of:						
4-H	28	50.00	15	65.22	43	54.43
Home Economics	15	26.79	7	30.43	22	27.85
Rural Development	12	21.43	9	39.13	21	26.58
Agriculture	28	50.00	17	73.91	45	56.96
Helpful to have Legislative Day	34	68.00	14	77.78	48	70.59

As summarized in the table, only 14 total respondents, less than 18 percent had been members and participated in 4-H activities. Only 11 House members (19.64%) and three Senate respondents (13.04%) had been 4-H members. Of the total group, 16 (20.25%), had immediate family members who had been in 4-H. Slightly over one-third of the House members who replied, 21 (37.50%) had utilized services, programs and information offered by Extension. Just under one-third of the Senators, seven (30.43%) had been involved with Extension in these ways. Overall, this was the case for 28 (35.44%) of the group surveyed. Just over one-fourth of the respondents from the two branches combined, 21 (26.58%) had been involved in at least one Extension activity per year with 28.57 percent of the House members being involved this frequently. This was true for only 21.74 percent of the Senate respondents. Reporting they had no current involvements/relationships with Extension were 31 (39.24%) of those who participated in this research. Respective figures for House and Senate members in this regard were 23 (58.93%) and eight (34.78%). A total of just five (6.33%) reported having "other" types of involvement/participation with Extension.

Just under two-thirds of the total group of respondents, 49 (62.03%) reported that they were acquainted with Extension services, programs and information due to receiving Extension newsletters. Thirty (53.57%) House members had been informed in this manner, while a much larger proportion of the Senators, 19 (82.61%), had been informed in this way. More than one-half of the respondents, 41 (51.90%), had used fact sheets, bulletins, applications, etc. as

the means of becoming acquainted with Extension. A larger group of House respondents, over 55 percent, had used these materials. Just over 43 percent of those from the Senate had utilized these products. Nearly 40 percent of the total respondents had read Extension columns in newspapers to learn of services, programs and information. This was true for virtually the same proportions of both House and Senate respondents. Acquiring soil tests and recommended practices were the methods which one-fourth of the House respondents and more than 43 percent of those in the Senate became acquainted with various aspects of Extension, with the combined totals being 24 (30.38%) for these methods. Slightly less than one-fourth, 24.05 percent, of both groups reported obtaining this information by visiting County Extension Offices on a regular basis and by tuning in to TV programs such as Oklahoma Gardening and SunUp, or to radio programs. More than twice as many House members visited the county offices than did their Senate counterparts. Only three individuals from each branch had participated in Extension short courses and/or special meetings. This was the manner by which only six (7.59%) of the respondents became acquainted with Extension.

More than 64 percent of the respondents from the House and nearly 74 percent of those from the Senate reported that they were acquainted with Extension professionals in their district/county. When combined, this accounted for 53 (63.09%) of the individuals responding. In excess of 50 percent of the respondents were personally acquainted with Extension Directors in their

districts/counties. The response patterns for the respective groups regarding this item were essentially the same. Just over one-third of the total and of each group, 27 (34.18%), indicated they knew their District Extension Director. A total of 23 (29.11%) of the House and Senate incumbents responded to knowing Area and State Extension Specialists. Being personally acquainted with the Director and Associate Director of Extension was acknowledged by 16 (20.25%) of the total of those who replied. A higher proportion of the Senators, 26.09%, responded in this manner. This compares to 17.86 percent from the House side. Only 15 of the 79 respondents (18.99%) indicated they were not acquainted with Extension personnel. Of these, 12 were from the House and comprised 21.43 percent of that group.

Agriculture programs were the means whereby more than one-half of the combined group of respondents became most familiar with Extension activities. Seventeen Senators (73.91%) named these programs as their primary source of familiarity with Extension. A near equal proportion of those surveyed, 43 (54.43%), indicated 4-H programs were those by which they came to know of Extension activities. Nearly two-thirds of the Senate members and one-half of the House members cited 4-H programming. Only slightly more than 25 percent of all of the legislators responding replied that Home Economics and Rural Development programs were how they became acquainted with Extension.

The final item summarized in Table XXII was the response from legislators to whether they felt a "Legislative Day" in their

districts would be helpful in keeping them updated and informed. A total of 48 (70.59%) responded affirmatively in this regard, with 34 (68.00%) from the House and 14 (77.78%) of the Senate contending that such an event would be helpful.

Understanding and Knowledge of Cooperative Extension. The summary of legislators' extent of agreement with statements relating to their understanding and knowledge of Cooperative Extension is found in Table XXIII. Two of the statements received mean responses in the "Strongly Agree" category by respondents in both the House and the Senate. These were, "Cooperative Extension is a public service agency," and "The mission of Cooperative Extension is education." Overall mean responses to these were 3.55 and 3.51 respectively. It should be noted that there was a high level of consistency between both branches in rating these statements. All of the remaining statements received mean responses which were categorized as "Agree." This was true for the overall mean responses as well as from the two groups independently. Those statements were, "Extension educational activities may include workshops, field days, short courses, meetings and community development;" "Ideally, the concept of Cooperative Extension is a three-way partnership between the county, state and federal governments;" "Cooperative Extension is accountable for educational programs and activities in Rural Development, Home Economics, Agricultural Sciences and Natural Resources and Youth Development" and "The scope of Cooperative Extension refers to the

TABLE XXIII

A SUMMARY OF LEGISLATORS' EXTENT OF AGREEMENT WITH STATEMENTS ASSOCIATED
WITH UNDERSTANDING AND KNOWLEDGE OF COOPERATIVE EXTENSION

Statement(s)	Distribution of Mean Responses by Group					
	House Mean Score	House	Senate Mean Score	Senate	Overall Mean Score	Overall
Cooperative Extension is a public service agency	3.55	Strongly Agree	3.55	Strongly Agree	3.55	Strongly Agree
The mission of Cooperative Extension is education	3.51	Strongly Agree	3.50	Strongly Agree	3.51	Strongly Agree
Extension educational activities may include workshops, field days, short courses, meetings and community development	3.45	Agree	3.26	Agree	3.42	Agree
Ideally, the concept of Cooperative Extension is a three-way partnership between the county, state and federal governments	3.26	Agree	3.33	Agree	3.41	Agree
Cooperative Extension is accountable for educational programs and activities in Rural Development, Home Economics, Agricultural Sciences and Natural Resources and Youth Development	3.39	Agree	3.45	Agree	3.41	Agree

TABLE XXIII (Continued)

Statement(s)	<u>Distribution of Response by Group</u>					
	House		Senate		Overall	
	Mean Score		Mean Score		Mean Score	
The scope of Cooperative Extension refers to the clientele to be served and the methods of transferring information	3.33	Agree	3.27	Agree	3.32	Agree
The function of Cooperative Extension is largely planning and providing instruction, providing information, facilitating change and action based on scientific information	3.13	Agree	3.24	Agree	3.16	Agree

clientele to be served and the methods of transferring information." The respective mean responses were, 3.42, 3.41, 3.41 and 3.32. The statement which received the lowest overall magnitude of "agree," 3.16, was, "The function of Cooperative Extension is largely planning and providing instruction, providing information, facilitating change and action based on scientific information."

Perceptions of Cooperative Extension. The extent of agreement of those responding with the statements associated with selected perceptions of Cooperative Extension is summarized in Table XXIV. All statements in this area received an overall "Agree" rating, with "Information and Extension programming are accessible to the citizens of my district," with a mean response of 3.30, being agreed to at the highest level. The second greatest extent of agreement overall, 3.28, was expressed for the statement, "Extension programs in my district are largely beneficial." It should be noted that Senate participants rated this contention at 3.50—"Strongly Agree," which was the widest spread between the mean responses of the respective teams of respondents to all of the statements in this section. Aside from this, there were rather small variations among the House, Senate and overall mean responses to the other five items displayed in the table. These remaining statements, arranged in order according to the indicated overall mean responses are: "The image of Cooperative Extension in my district is very favorable"—3.27; "The impact of program effectiveness of Extension in my district is positive and exemplary"—3.25; "Cooperative Extension

TABLE XXIV

A SUMMARY OF LEGISLATORS' EXTENT OF AGREEMENT WITH STATEMENTS
ASSOCIATED WITH THEIR PERCEPTIONS OF COOPERATIVE EXTENSION

Statement(s)	<u>Mean Response by Group</u>					
	House		Senate		Overall	
	Mean Score		Mean Score		Mean Score	
Information and Extension programming are accessible to the citizens of my district	3.26	Agree	3.38	Agree	3.30	Agree
Extension programs in my district are largely beneficial	3.18	Agree	3.50	Strongly Agree	3.28	Agree
The image of Cooperative Extension in my district is very favorable	3.31	Agree	3.18	Agree	3.27	Agree
The impact and program effectiveness of Extension in my district is positive and exemplary	3.24	Agree	3.27	Agree	3.25	Agree
Cooperative Extension helps me to understand issues affecting Agriculture, Family, Rural Development and Youth	3.13	Agree	3.23	Agree	3.16	Agree
Extension programs in my district are cost-effective	3.11	Agree	3.25	Agree	3.15	Agree

helps me to understand issues affecting Agriculture, Family, Rural Development and Youth"-3.16; and "Extension programs in my district are cost-effective"-3.15.

Attitudes Toward Cooperative Extension. Table XXV is a summary of legislators' extent of agreement with a large group of statements associated with selected concepts of programming, procedures, funding considerations and priorities for Cooperative Extension. Comparisons of responses from the two groups of respondents revealed that there was considerable congruity. The greatest spread between the group means was only .32. There were also relatively small differences in the overall means of the 26 statements which received responses which fit into the "Agree" category, with a spread of .84 from high to low. Inspection of the data in Table XXV reveals that the statements can be arranged in three groups according to the power of the overall mean responses.

The first grouping includes the ten statements with means ranging from 3.39 to 3.31. This group is headed by the statement, "As a legislator I need to know the impact and/or extent of Extension's effectiveness in my district." The remainder in this set, in order according to overall means are as follows: "Education should be the mission of Cooperative Extension"-3.38; "The clientele to be served should be involved in determining the programming available through the county program," "Planning and providing educational programs based on scientific information, creating opportunities to transfer information, facilitating change and

TABLE XXV

A SUMMARY OF LEGISLATORS' EXTENT OF AGREEMENT WITH STATEMENTS ASSOCIATED WITH
 SELECTED CONCEPTS OF PROGRAMMING, PROCEDURES, FUNDING CONSIDERATION
 AND PRIORITIES FOR EXTENSION

Statement(s)	<u>Mean Response by Group</u>					
	House		Senate		Overall	
	Mean Score		Mean Score		Mean Score	
As a legislator I need to know the impact and/or extent of Extension's effectiveness in my district	3.35	Agree	3.50	Strongly Agree	3.39	Agree
Education should be the mission of Cooperative Extension	3.40	Agree	3.35	Agree	3.38	Agree
The clientele to be served should be involved in determining the programming available through the county program	3.38	Agree	3.30	Agree	3.35	Agree
Planning and providing educational programs based on scientific information, creating opportunities to transfer information, facilitating change and informing the public and appropriate agencies of governments of program direction and accomplishments are valid functions of Cooperative Extension	3.31	Agree	3.43	Agree	3.35	Agree

TABLE XXV (Continued)

Statement(s)	Mean Response by Group					
	House		Senate		Overall	
	Mean Score		Mean Score		Mean Score	
Extension's resources and programming should be directed toward youth development	3.33	Agree	3.38	Agree	3.35	Agree
Determining the appropriate methods of transferring information to clientele is more critical for Extension now than in the past	3.33	Agree	3.35	Agree	3.33	Agree
Extension's resources and programming should be directed toward serving the "family farm"	3.40	Agree	3.14	Agree	3.32	Agree
Extension's resources and programming should be directed toward revitalizing rural Oklahoma	3.27	Agree	3.43	Agree	3.32	Agree
Extension needs to learn to live within the present budget environment	3.51	Agree	3.10	Agree	3.31	Agree
Extension's resources and programming should be directed toward strengthening family systems	3.32	Agree	3.32	Agree	3.31	Agree

TABLE XXV (Continued)

Statement(s)	Mean Response by Group					
	House		Senate		Overall	
	Mean Score		Mean Score		Mean Score	
As a legislator, input from county, district and state Extension personnel would be helpful to me in making decisions concerning Cooperative Extension	3.27	Agree	3.32	Agree	3.29	Agree
Priorities in Cooperative Extension should be oriented toward traditional programs in Agriculture, Rural Development, Home Economics and Youth Development	3.21	Agree	3.00	Agree	3.14	Agree
Funding should be appropriated directly to Extension rather than to "route" the "appropriation" through the State Regents for Higher Education	3.06	Agree	3.30	Agree	3.13	Agree
Extension's resources and programming should be directed toward enhancing knowledge concerning the financial security of families	3.19	Agree	3.00	Agree	3.13	Agree
Extension priorities should emphasize program development and delivery with urban and non-rural audiences	3.16	Agree	3.00	Agree	3.10	Agree

TABLE XXV (Continued)

Statement	Mean Response by Group					
	House		Senate		Overall	
	Mean Score		Mean Score		Mean Score	
Extension's resources and programming should be directed toward protecting the environment	3.10	Agree	3.10	Agree	3.10	Agree
Extension's resources and programming should be directed toward urban horticulture and entomology	3.07	Agree	3.00	Agree	3.05	Agree
Extension's resources and programming toward serving small/part-time farmers	3.04	Agree	3.05	Agree	3.04	Agree
Extension's resources and programming should be directed toward health and wellness	3.00	Agree	3.00	Agree	3.00	Agree
Priorities and focus of Extension are meeting needs of today's clientele	2.93	Agree	3.05	Agree	2.97	Agree
Multi-county units offer a solution to the funding problems in Extension	2.84	Agree	3.10	Agree	2.92	Agree

TABLE XXV (Continued)

Statement(s)	<u>Mean Response by Group</u>				Overall Mean Score	
	House Mean Score		Senate Mean Score			
Funding for Cooperative Extension should be based on an index which considers the number of farms, number of agricultural workers, clientele served and county population	2.93	Agree	2.79	Agree	2.89	Agree
Extension's programs and services should be further expanded for clientele in urban areas	2.78	Agree	3.10	Agree	2.88	Agree
Cooperative Extension should not expect further increases in state funding unless the county and federal partners are willing to be more equitable in their support	2.76	Agree	2.84	Agree	2.79	Agree
Multi-county units have the ability to serve the needs of Extension clientele as effectively as the traditional organizational structure of a fully staffed Extension office in every county	2.69	Agree	2.71	Agree	2.70	Agree
County citizens should vote to tax themselves (county sales tax) to support Extension programs	2.53	Agree	2.57	Agree	2.55	Agree

TABLE XXV (Continued)

Statement(s)	House		<u>Mean Response by Group</u> Senate		Overall	
	Mean Score		Mean Score		Mean Score	
In a time of austerity, Extension should reduce programs and staff at the county, district, area and state levels	2.44	Disagree	2.11	Disagree	2.33	Disagree
Extension should continue the present funding arrangement but add a surcharge for local clientele using the services provided	2.30	Disagree	2.05	Disagree	2.23	Disagree
Extension's resources and programming should be directed toward large commercial agricultural units	2.08	Disagree	2.03	Disagree	2.15	Disagree

informing the public and appropriate agencies of government of program direction and accomplishments are valid function of Cooperative Extension" and "Extension's resources and programming should be directed toward youth development," all with 3.35; "Determining the appropriate methods for transferring information to clientele is more critical for or Extension now than in the past"- 3.33; "Extension resources and programming should be directed toward serving the `family farm'" and "Extension's resources and programming should be directed toward revitalizing rural Oklahoma" both at 3.32; "Extension needs to learn to live within the present budget environment" and "Extension's resources and programs should be directed toward strengthening family systems," each with a 3.31 mean.

A second set of nine statements involves those with means from 3.29 to 3.00 and begins with the one having an overall mean of 3.29 which was, "As a legislator, input from county, district and state Extension personnel would be helpful to me in making decisions concerning Cooperative Extension." This was followed in order by, "Priorities in Cooperative Extension should be oriented toward traditional programs in Agriculture, Rural Development, Home Economics and Youth Development"-3.14; "Funding should be appropriated directly to Extension rather than to `route' the `appropriation' through the State Regents for Higher Education"- 3.13; "Extension's resources and programming should be directed toward enhancing knowledge concerning the financial security of families"-3.13; "Extension priorities should emphasize program

development and delivery with urban and non-rural audiences"-3.10; "Extension's resources and programming should be directed toward protecting the environment"-3.10; "Extension's resources and programming should be directed toward urban horticulture and entomology"-3.05; "Extension's resources and programming should be directed toward serving small/part-time farmers"-3.04; and "Extension's resources and programming should be directed toward health and wellness"-3.00.

The final arrangement of seven "Agree" rated statements begins with, "The priorities and focus of Extension are meeting the needs of today's clientele"-2.97. The others, in order are: "Multi-county units offer a solution to the funding problems in Extension"-2.92; "Funding for Cooperative Extension should be based on an index which considers the number of farms, number of agricultural workers, clientele served and county population"-2.89; "Extension's programs and services should be further expanded for clientele in urban areas"-2.88; "Cooperative Extension should not expect further increases in state funding unless the county and federal partners are willing to be more equitable in their support"-2.79; and "Multi-county units have the ability to serve the needs of Extension clientele as effectively as the traditional organizational structure of a fully staffed Extension office in every county"-2.70, and "County citizens should vote to tax themselves (county sales tax) to support Extension programs"-2.55. The other statements listed in Table XXV received an overall rating of "Disagree." They were, "In a time of austerity, Extension should reduce programs and staff at

the county, district, area and state levels;" "Extension should continue the present funding arrangement but add a surcharge for local clientele using the services provided" and "Extension's resources and programming should be directed toward large commercial agriculture units." The overall mean responses were 2.33, 2.23 and 2.15 respectively.

Table XXVI is intended to summarize the legislators' rankings of the four Extension program areas. The order selected overall and by the House and Senate separately lists Agriculture as having the most notoriety with an overall mean ranking of 1.79. 4-H was the second most highly visible program area with its overall mean ranking at 1.87. The overall mean ranking of 2.74 was assigned to Home Economics which made it the third most noticed and visible program area. Finally, the Rural Development overall mean ranking of 3.11 made it the least visible and noticed of the four according to the respondents.

Conclusions

Examination and interpretation of the major findings provided the opportunity for the author to draw the following conclusions:

1. Members of the First Session of the Forty-Fourth Oklahoma Legislature were typically male between the ages of 31 to 60 with six years or less of legislative experience. Furthermore, Oklahoma lawmakers seemed to have small business, legal, agricultural

TABLE XXVI

A SUMMARY OF LEGISLATORS' RANK ORDER OF EXTENSION
PROGRAM AREAS IN TERMS OF NOTORIETY
AND VISIBILITY

Program Area	<u>Mean Rankings by Group</u>			Ranking
	House	Senate	Overall	
Agriculture	1.83	1.68	1.79	1
4-H	1.82	2.00	1.87	2
Home Economics	2.71	2.79	2.74	3
Rural Development	3.14	3.10	3.11	4

and educational occupational backgrounds as well as being relatively well educated. It was also readily apparent that Oklahoma lawmakers held a variety of leadership positions within the House and Senate, while representing districts which would be classified as being "Mostly Rural." Furthermore, disproportionate numbers of Urban legislators did not participate in the study, perhaps this particular group did not feel comfortable responding to questions concerning an agency of government in a contemporary situation with which they had little first-hand experience and understanding. Additionally, members of the First Session of the Forty-Fourth Oklahoma Legislature were primarily partisan Democrats. In addition, it can be further stated that a fairly sizeable number of members of the Oklahoma Legislature were 4-H alumni.

2. It seemed that few members of this session of the legislature no members or their immediate families had been recently involved to major extent with 4-H activities. However, it was apparent that utilization of services and educational programs provided by Cooperative Extension seemed fairly popular among Oklahoma lawmakers. A few legislative members make a conscious effort to be specifically involved in Extension activities during the year. Overall, it was apparent that some members of this legislative session were familiar and had personal involvements with Extension and Extension activities.

3. It was apparent that members of this legislative session were personally acquainted with an Extension professional in their legislative district. However, when questions addressing specific

Extension positions were asked, the lawmakers seemed to be somewhat tentative in indicating whom they knew by position/title.

4. Cooperative Extension program areas with which lawmakers had the most familiarity and relationships were Agriculture and 4-H and their associated activities. In addition, it was concluded that an activity sponsored by Extension Field Staff for the purpose of keeping lawmakers informed and up-to-date about Cooperative Extension in their districts would be a welcomed and valuable endeavor. Based on the positive response of lawmakers to the question concerning Extension sponsoring a "Legislative Day," it was apparent that elected officials see both the need and the benefit of being accurately informed and updated concerning issues impacting Agriculture, Youth, Home Economics, and Rural Development. However, the response to need and benefits of a "Legislative Day" may be more aligned to the needs and benefits of their constituents than at the lawmakers themselves.

5. After reviewing the findings, it seemed that the lawmakers were in agreement and have a practical understanding of the mission, scope and functions of Cooperative Extension.

6. Apparently lawmakers continued to view the three-way partnership structure among government entities of the county, state and federal levels as the ideal concept in the development of educational programs and dissemination of information among Extension's diversified clientele.

7. It is rather obvious that members of the legislature viewed Cooperative Extension as a public service agency and believed that

it is accountable for educating and creating an awareness among the public concerning researched based information impacting Agriculture, Natural Resources, Youth, Home Economics and Rural Development. Based on the findings it can be concluded that Extension educational activities may be perceived in a variety of different ways involving both methods and events.

8. The image of Cooperative Extension as well as its perceived impact and overall effectiveness among Oklahoma lawmakers appeared to be very favorable.

9. Accessibility, benefits and cost effectiveness of Extension educational programming and the transfer of research based information to the public were primarily seen as being positive among Oklahoma lawmakers.

10. Based on the study findings it appears that Oklahoma lawmakers were appreciative of the Cooperative Extension for providing accurate information that allows them to better understand the issues impacting Agriculture, Family, Youth and Rural Development.

11. It was obvious that the lawmakers thought that education should be the mission of Extension, while involving the clientele in the program planning process.

12. Oklahoma lawmakers responding to the same influences of modern communication as the general public, viewed the appropriate methods of transferring information as being an important aspect of the program.

13. It was apparent that Oklahoma legislators viewed providing educational programming based on scientific information, creating information transfer opportunities, facilitating change and informing the public and agencies of government of program direction and accomplishments as being valid functions of Extension.

14. Members of the Oklahoma Legislature were rather steadfast in their beliefs that priorities in Cooperative Extension should be oriented toward traditional programs in Agriculture, Home Economics, 4-H and Rural Development. Lawmakers believe that Extension should also serve non-traditional urban and non-rural audiences.

15. After reviewing the findings, it was apparent that lawmakers felt rather strongly about Extension learning to adapt to the present budget environment.

16. Legislators seemed to have mixed emotions concerning Extension's ability to effectively serve the needs of clientele in multi-county units as compared to a traditional, fully staffed single-county unit. However, lawmakers agreed that multi-county units offer some relief to the funding problems plaguing Extension. While at the same time conferees seemed to be of the opinion that Extension should not reduce services or staff.

17. It was readily apparent that Oklahoma lawmakers felt that appropriate input from county, district, area and state staff would be helpful to them in making decisions which impact Cooperative Extension.

18. As a result of the findings, it could be stated that current members of the legislature indicated that they were not

opposed to the concept of making direct appropriations to Cooperative Extension rather than "routing" them through the State Regents for Higher Education.

19. There was apparent disagreement among the legislators concerning the concept of continuing the current funding strategy of a three-way partnership, county, state and federal levels and then adding a user's fee/surcharge for clientele wishing to utilize the programs and services provided by Cooperative Extension. However, lawmakers seemed open to the idea of using an index, which considers the number of farms, agricultural workers, clientele served and county population to determine funding levels. In addition, lawmakers tended to agree with citizens and citizen groups concerning the passage of tax increases to support Cooperative Extension, especially since the citizens took away the legislatures' power to pass a tax increase with State Question #640.

20. It was apparent that lawmakers have a definite concern about the impact and extent of Extension's effectiveness in their respective legislative districts as well as the "need to know." Furthermore, members of the first session of the Forty-Fourth Legislature are rather strong in their belief that Extension's programs and services should be further expanded to more adequately serve urban clientele.

21. It was apparent among legislators that 4-H Youth Development and Agriculture seemed to be the most visible and attracted the most notoriety among Extension's four program areas.

22. Oklahoma lawmakers, for the most part, continued to "champion the cause" for the "family farm" concept, families and their financial security; health and wellness of the state's citizens, youth development, the environment and revitalizing rural Oklahoma. Furthermore, it appeared that lawmakers have a genuine concern for providing the public with opportunities for individual personal growth and development as well as the chance to enhance the quality of life for all Oklahomans. However, the conferees did not seem to be in a supportive mood when it came to providing extra special benefits to large commercial units.

23. Even though members of both branches of the legislature were largely supportive of Cooperative Extension, field staff and state Extension leaders should not be expectant of large increases in state funding. To further indicate the conferees' support for Extension, it was readily apparent that lawmakers believe that Cooperative Extension is focusing on the needs and priorities which will bring about the kind of positive change to increase the standard of living for all Oklahomans.

Recommendations

The subsequent recommendations were based on the results, inferences and insight of conducting the study.

1. It is recommended that the State 4-H Office/Foundation continue its work on identifying 4-H Alumni and potential supporters for 4-H and Youth Development. Furthermore, it would be advantageous for the State 4-H Office/Foundation to furnish 4-H

agents an up-to-date data base of 4-H Alumni who reside in each of the respective counties and/or Extension units.

2. To help lawmakers become more familiar and establish long term relationships with Extension field staff, each County Extension office should make a point to involve their respective Representatives and Senators in at least one Extension program/event during the year, excluding "legislative days."

3. All County Extension offices and/or units should make a coordinated effort to inform their respective legislators of the specific services, educational materials, programs, events, activities, et cetera directed or sponsored by Extension. Furthermore, each Cooperative Extension office/unit should make their respective representatives aware of any major media event that involves Extension in the lawmakers' county or district. In addition, it is imperative that every Cooperative Extension employee get a copy of his/her particular newsletter into the hands of lawmakers. Based on the findings that representatives are not personally acquainted with all Extension personnel it should be a personal admonition that each Extension professional become personally acquainted with respective legislative leaders.

4. Based on the findings of the study and the opinions of field staff professionals, it is strongly recommended that each County Extension office and/or multi-county unit conduct a special "Legislative Day" in the legislator's district, county to honor, recognize, educate, inform, and update them concerning Cooperative Extension.

5. As a result of the findings concerning policy makers' understanding and knowledge of Cooperative Extension, it is recommended that Extension use every means and opportunity available to educate and inform state lawmakers of the mission, scope, and functions of the Oklahoma Cooperative Extension Service as well as the three-way partnership concept which involves program planning, accountability and funding.

6. It is apparent that Extension professionals should make a concentrated effort to develop a public relations program targeted at improving image, accessibility to information and Extension programming as well as an understanding of the issues impacting Agriculture, Families, Youth and Rural Development. Furthermore, it should be noted that perception, many times, becomes reality and that Extension should work to strengthen an already positive perception concerning programs and cost effectiveness as well as perceived benefits.

7. Based on the major findings of the study that legislators' perception of state funding for the Oklahoma Cooperative Extension Service is going to remain relatively close to current levels, it is therefore recommended that the State Director, Associate Director, and District Directors keep lawmakers apprised of state and national ES, USDA initiatives and how they are included in Extension's Strategic Plan as well as the benefits which accrue.

8. Considering the study findings regarding the lawmakers' perceptions and attitudes about program direction and the needs of today's clientele, it is apparent that the expectation exists to

maintain quality programs in the traditional areas while utilizing available resources and additional efforts to expand services and programming to meet the needs of non-traditional clientele and new thrust initiatives. Therefore, it is expedient that Cooperative Extension develop a mechanism for moving forward and assuming responsibility for new directions and initiatives to meet the needs of change. Furthermore, in order to accomplish the preceding recommendations, it is imperative that Cooperative Extension develop the kind of linkages with business and industry which will allow it to develop a foundation that has the ability to provide the resources necessary to accomplish the goals and objectives of major state initiatives.

9. It was apparent from the findings that Home Economics and Rural Development do not seem to be as visible, nor do they attract the notoriety of Agriculture and 4-H Youth Development. Therefore, it would seem advantageous for Extension to develop a marketing approach to enhance the images of Home Economics and Rural Development so they may have a more positive rating in the minds of elected officials.

Recommendations for Further Research

It is the author's opinion that further study concerning the perceptions of state lawmakers regarding Cooperative Extension should be addressed.

1. Additional study should be directed toward the advantages and disadvantages of acquiring the services of a full-time lobbyist

to represent Cooperative Extension at all functions of state government.

2. It would be beneficial to conduct an impact study concerning the effectiveness of traditional Extension programs and the potential effects of changing program directions would be beneficial.

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APPENDIXES

APPENDIX A

COVER LETTER



COOPERATIVE EXTENSION SERVICE

DIVISION of AGRICULTURAL SCIENCES and NATURAL RESOURCES
 OKLAHOMA STATE UNIVERSITY • (405) 744-5398 • FAX (405) 744-5339
 Office of the Dean and Director • 139 Agricultural Hall • Stillwater, Oklahoma 74078-0500

June 30, 1993

Dear

We are in the process of conducting a descriptive study concerning the perceptions and image of the Oklahoma Cooperative Extension Service (OCES) among state policy makers. As you know, OCES has a long tradition of successful public service in the four program areas of agriculture, home economics, 4-H and youth, and rural development.

The purpose of this study is to acquire the input of decision makers elected by their constituents to share their personal insight as well as their perceived image of OCES. This is important from the perspective of planning, designing and conducting educational programming to meet the needs (economic and social) of our state's citizenry. Your reply to the survey will assist us in accomplishing this objective.

Please return your instrument in the stamped addressed envelop to: Valeri J. Terry, Extension Agent, 4-H Program, Pittsburg County Courthouse, McAlester, OK 74501.

Again, we are most appreciative of your willingness to share your perceptions and insight as well as the continued support you give the Oklahoma Cooperative Extension Service.

Sincerely,

James D. White
 Professor and Thesis Adviser
 Department of Agricultural Education

Valeri J. Terry
 Extension Agent, 4-H
 Pittsburg County

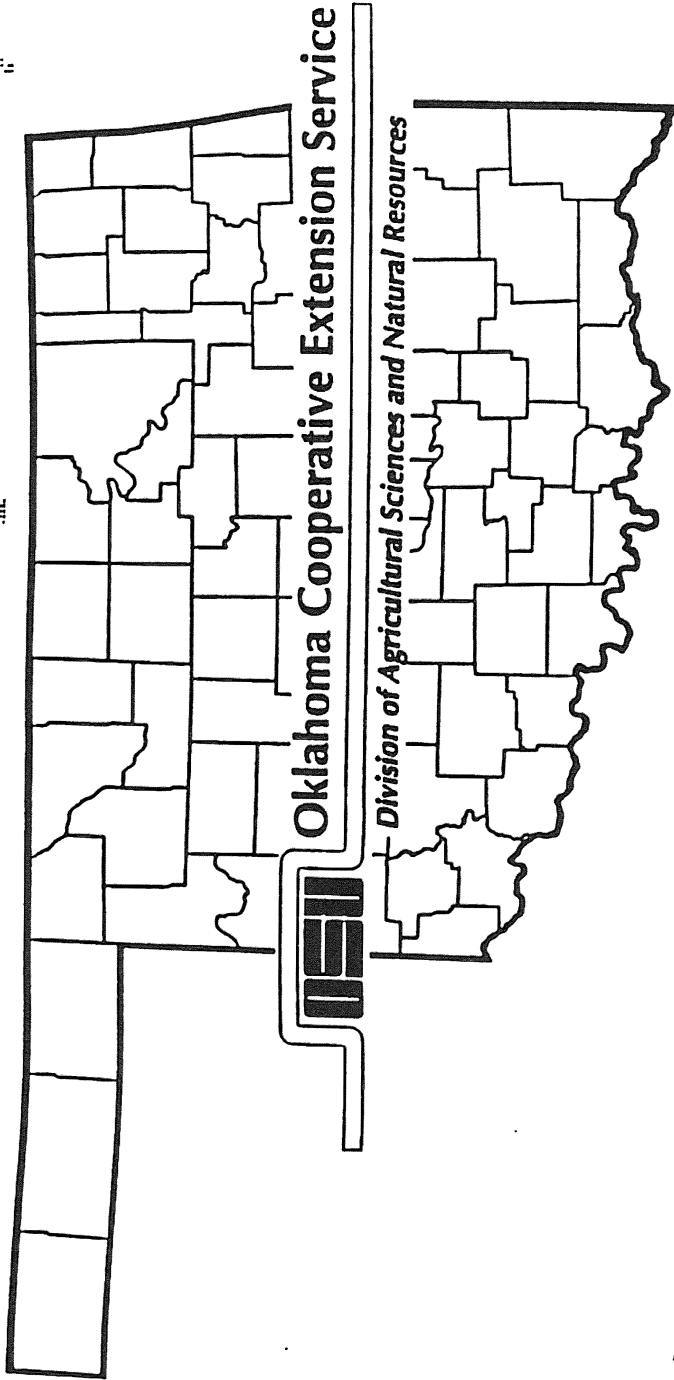
Raymond E. Campbell
 Interim Associate Director
 Oklahoma Cooperative Extension Service

cc: C.B. Browning
 District Directors

APPENDIX B

SURVEY INSTRUMENT

Cooperative Extension / Legislative Service



Oklahoma Cooperative Extension Service

Division of Agricultural Sciences and Natural Resources

Bringing The University To You

Code: _ _ _

First Session Forty-Fourth
Oklahoma Legislature
Oklahoma Cooperative Extension Service Survey

Oklahoma State University
Department of Agricultural Education
July 1, 1993

Please mark ONLY ONE response for each question/statement unless asked to do otherwise. The information that you provide will prove to be invaluable. The completed survey instruments from each member of the legislature will assist Extension in portraying a more positive image as well as provide ideas about how to best serve the people of Oklahoma.

I. Demographic Characteristics:

INDICATE/MARK THE RESPONSES WHICH BEST DESCRIBE YOU, YOUR SITUATION AND/OR DISTRICT (1 THROUGH 10).

1. Legislative Body:

(01) House (02) Senate

2. Gender:

(03) Female (04) Male

3. Age:

(05) 21-30 (07) 41-50 (09) 61-70
(06) 31-40 (08) 51-60 (10) 71 & over

4. Experience in Oklahoma Legislature:

(11) 2 years or less (15) 9-10 years
(12) 3-4 years (16) 11-12 years
(13) 5-6 years (17) 13 years or more
(14) 7-8 years

5. Occupation:

- | | |
|--|---|
| (18) <input type="checkbox"/> Attorney | (26) <input type="checkbox"/> Homemaker |
| (19) <input type="checkbox"/> Auto Dealer | (27) <input type="checkbox"/> Insurance Broker/Agent |
| (20) <input type="checkbox"/> Banker | (28) <input type="checkbox"/> Minister |
| (21) <input type="checkbox"/> Barber | (29) <input type="checkbox"/> Medical/Dental
Practitioner |
| (22) <input type="checkbox"/> Educator | (30) <input type="checkbox"/> Pharmacist |
| (23) <input type="checkbox"/> Farmer/Rancher | (31) <input type="checkbox"/> Realtor |
| (24) <input type="checkbox"/> Financial Services | (32) <input type="checkbox"/> Small Business Owner |
| (25) <input type="checkbox"/> Home Builder | (33) <input type="checkbox"/> Other (please specify)
_____ |

6. Highest Level of Formal Education:

- | | |
|---|---|
| (34) <input type="checkbox"/> High School Graduate | (38) <input type="checkbox"/> Doctoral Degree
(Ed.D., Ph.D.) |
| (35) <input type="checkbox"/> Associate Degree
(Community College) | (39) <input type="checkbox"/> Juris Doctorate |
| (36) <input type="checkbox"/> B.S. Degree | (40) <input type="checkbox"/> Other (please
specify) _____ |
| (37) <input type="checkbox"/> Master's Degree | |

7. Legislative leadership position:

(Committee Chair, Vice-Chair, Floor Leader, Majority/
Minority Leader, Speaker, President Pro-Tem, Whip, etc.)

- (41) Yes (42) No

8. Social characteristics of your district:

(Check the one which best describes your district)

- | | |
|---|--|
| (43) <input type="checkbox"/> Rural | (46) <input type="checkbox"/> Urban |
| (44) <input type="checkbox"/> Mostly rural, some
urban | (47) <input type="checkbox"/> Other, please
specify _____ |
| (45) <input type="checkbox"/> Mostly urban, some
rural | |

9. Political Affiliation:

- (48) Democrat (49) Independent (50) Republican

10. 4-H Alumni:

- (51) Yes (52) No

II. Familiarity and Relationship(s) with Cooperative Extension:

MARK ALL RESPONSES WHICH INDICATE YOUR FAMILIARITY/
RELATIONSHIP WITH/TO COOPERATIVE EXTENSION (STATEMENTS 1
THROUGH 5).

1. My involvement/participation in Cooperative Extension includes:
 - (53) ...membership and participation in 4-H activities.
 - (54) ...a member of my immediate family was/is involved in 4-H activities.
 - (55) ...utilization of the services, educational programs and technical information offered by Cooperative Extension.
 - (56) ...making a point to be involved in at least one Extension activity per year (including committee involvement).
 - (57) No current involvement/relationship.
 - (58) Other (please specify) _____.

2. I am acquainted with the services, educational programs and technical information available through Cooperative Extension as a result of:
 - (59) ...acquiring soil test results and recommended practices.
 - (60) ...utilizing extension fact sheets, bulletins, applications, etc.
 - (61) ...receiving an Extension newsletter
 - (62) ...participating in an Extension shortcourse and/or special updating meetings for clientele.
 - (63) ...visiting the County Extension Office on a regular basis.
 - (64) ...reading the "Extension" column in newspapers published in my district.
 - (65) ...regularly scheduled TV programs such as "Oklahoma Gardening" and "SunUp" or Extension Agent radio programs.
 - (66) Other (please specify) _____.

3. I am personally acquainted with:

- (67) ...the Extension Professionals in my district/county.
- (68) ...the Extension Directors in my district/county.
- (69) ...the District Extension Director.
- (70) ...Area and State Extension Specialists.
- (71) ...the Director and Associate Director for Cooperative Extension at OSU.
- (72) ...not familiar with Cooperative Extension.

4. I am most familiar with Extension and its associated activities through the Extension program(s) of ...

- (73) 4-H.
- (74) Home Economics.
- (75) Rural Development.
- (76) Agriculture.

5. As a legislator it would be helpful to me for the Cooperative Extension field staff (County & Area Agents) to sponsor a "Legislative Day" in my district for the purposes of keeping me up-to-date and informed.

- (77) Yes
- (78) No

III. Understanding and knowledge of Cooperative Extension:

CIRCLE THE NUMBER ON THE SCALE WHICH BEST DESCRIBES YOUR LEVEL OF AGREEMENT WITH THE STATEMENTS 1 THROUGH 7.

	<i>Strongly Agree</i>	<i>Agree</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
(79)1. The <u>mission</u> of Cooperative Extension is education.	4	3	2	1
(80)2. The <u>scope</u> of Cooperative Extension refers to the clientele to be served and methods of transferring information.	4	3	2	1
(81)3. The <u>function</u> of Cooperative Extension is largely planning and providing instruction, providing information, facilitating change and action based on scientific information.	4	3	2	1
(82)4. Ideally, the concept of Cooperative Extension is a three-way partnership between the county, state and federal governments.	4	3	2	1

- | | | | | |
|---|---|---|---|---|
| (83)5. Cooperative Extension is accountable for educational programs and activities in Rural Development, Home Economics, Agriculture Sciences and Natural Resources and Youth Development. | 4 | 3 | 2 | 1 |
| (84)6. Cooperative Extension is a public service agency. | 4 | 3 | 2 | 1 |
| (85)7. Extension educational activities may include workshops, field days, short-courses, meetings, mailings and community development. | 4 | 3 | 2 | 1 |

IV. Perceptions of Cooperative Extension:

CIRCLE THE NUMBER ON THE SCALE WHICH BEST ILLUSTRATES YOUR LEVEL OF AGREEMENT WITH STATEMENTS 1 THROUGH 6.

- | | | | | | | |
|--|---|--------------------------|---|---|--|--|
| | | <i>Strongly Agree</i> | | | | |
| | | <i>Agree</i> | | | | |
| | | <i>Disagree</i> | | | | |
| | | <i>Strongly Disagree</i> | | | | |
| (86)1. The image of Cooperative Extension in my district is very favorable. | 4 | 3 | 2 | 1 | | |
| (87)2. The impact and program effectiveness of Extension in my district is positive and exemplary. | 4 | 3 | 2 | 1 | | |
| (88)3. Information and Extension programming are accessible to the citizens of my district. | 4 | 3 | 2 | 1 | | |
| (89)4. Extension programs in my district are largely beneficial. | 4 | 3 | 2 | 1 | | |
| (90)5. Cooperative Extension helps me to understand issues affecting agriculture, family, rural development and youth. | 4 | 3 | 2 | 1 | | |
| (91)6. Extension programs in my district are cost effective. | 4 | 3 | 2 | 1 | | |

V. Attitudes toward Cooperative Extension:

CIRCLE THE NUMBER ON THE SCALE WHICH BEST ILLUSTRATES YOUR FEELING AND LEVEL OF AGREEMENT WITH STATEMENTS 1 THROUGH 21.

		Strongly Agree	Agree	Disagree	Strongly Disagree
(92)1.	Education should be the Mission of Cooperative Extension.	4	3	2	1
(93)2.	The clientele to be served should be involved in determining the programming available through the county program.	4	3	2	1
(94)3.	Determining the appropriate methods for transferring information to clientele is more critical for Extension now than in the past.	4	3	2	1
(95)4.	Planning and providing educational programs based on scientific information, creating opportunities to transfer information, facilitating change and informing the public and appropriate agencies of government of program direction and accomplishments are valid functions of Extension.	4	3	2	1
(96)5.	Priorities in Cooperative Extension should be oriented toward traditional programs in agriculture, rural development, home economics and youth development.	4	3	2	1
(97)6.	Extension priorities should emphasize program development and delivery with urban and non-rural audiences.	4	3	2	1
(98)7.	Extension needs to learn how to live within the present budget environment.	4	3	2	1
(99)8.	Multi-county units have the ability to serve the needs of Extension clientele as effectively as the traditional organizational structure of a fully staffed Extension office in every county.	4	3	2	1
(100)9.	Multi-county units offer a solution to the funding problems in Extension.	4	3	2	1
(101)10.	In a time of austerity, Extension should reduce programs and staff at the county, area, district and state levels.	4	3	2	1

- (102)11. As a legislator, input from county, district, and state Extension personnel would be helpful to me in making decisions concerning Cooperative Extension. 4 3 2 1
- (103)12. Funding should be appropriated directly to Extension rather than to "route" the "appropriation" through the state regents for higher education. 4 3 2 1
- (104)13. Extension should continue the present funding arrangement but add a surcharge for local clientele using the services provided. 4 3 2 1
- (105)14. As a legislator, I need to know the impact and/or extent of Extension's effectiveness in my district. 4 3 2 1
- (106)15. Funding for Cooperative Extension should be based on an index which considers the number of farms, number of agriculture workers, clientele served and county population. 4 3 2 1
- (107)16. County citizens should vote to tax themselves (county sales tax) to support Extension programs. 4 3 2 1
- (108)17. Extension's programs and services should be further expanded for clientele in urban areas. 4 3 2 1
18. Extension's resources and programming should be directed toward:
- (113) a) large commercial agriculture units 4 3 2 1
- (114) b) serving the "family farm" 4 3 2 1
- (115) c) serving small/part-time farmers 4 3 2 1
- (116) d) strengthening family systems 4 3 2 1
- (117) e) enhancing knowledge concerning the financial security of families 4 3 2 1
- (118) f) health & wellness 4 3 2 1
- (119) g) protecting the environment 4 3 2 1
- (120) h) revitalizing rural Oklahoma 4 3 2 1
- (121) i) youth development 4 3 2 1
- (122) j) urban horticulture & entomology 4 3 2 1
- (123)19. Cooperative Extension should not expect further increases in state funding unless the county and federal partners are willing to be more equitable in their support. 4 3 2 1
- (124)20. The priorities and focus of Extension are meeting the needs of today's clientele. 4 3 2 1
21. Program notoriety and visibility in Extension is in: (Rank 1 to 4, with "1" being most noticeable and "4" having the least visibility)
- (109) ___ A) Agriculture
- (110) ___ B) Home Economics
- (111) ___ C) 4-H
- (112) ___ D) Rural Development

cooperative Extension/Legislative Survey



Bringing The University To You

Please use this space for additional comments:

APPENDIX C

SELECTED RESPONDENT COMMENTS

"I support Cooperation Extension 100% and am willing to do whatever is necessary to continue funding these worthwhile programs."

"Rural Oklahoma is agriculture. Rural America is a minority. Rural states, counties and communities must look to themselves for their future for both funding and ideas. Thanks for this opportunity."

"I have no idea what you people do - just took you three weeks to return my call. Please send results of your survey."

"Need to reduce staff at state offices at O.S.U. Put more staff at local level."

"The O.S.U. Extension is valuable and important to our rural areas working with adult programs in agriculture and our youth with 4-H. I believe at some point local support on a sales tax, mileage and other revenues will be critical to save our Extension offices. 4-H was a big part of my life while growing up. I learned values and responsibility while a 4-H member. Also, I attribute 4-H for my career and where I'm at today."

"I am in the midst of moving so I am not completing the questionnaire. I support presently and always have the fine programs of the Cooperative Extension. In particular Extension Homemakers and 4-H. Cooperative Extension is good for Oklahoma families. Families are the hope of this nation."

"I don't do this sort of thing."

" Thanks for the opportunity to respond to this survey."

"I feel that the Cooperative Extension Service is a vital service to our communities. Every effort should be made for these programs to be more visible to our urban and rural areas, so the population will be more aware of their benefits."

"Program expansion may be desirable, but unrealistic in the current revenue environment. Funding methods should be changed only after careful study. SQ 640 promises to limit all programming involving gov't agencies. Some questions, I am not informed enough to respond."

"I am a strong believer in our Cooperative Extension Service. Those who have used their services are much the better for it. We need to get more people involved in the programs which would make funding easier."

"I am personally very supportive of the Extension. However, I do believe that the Extension, as well as public schools, should be more dependent on local funding than on state & federal funding." "Note: I very much dislike surveys because they present only "yes-or-no", "black-and-white" options. Many of the issues addressed herein are complex and cannot be adequately addressed through a survey format."

"As evident from my responses, there are a lot of things I am not knowledgeable about concerning Extension Services. However, I do believe it is a good program serving rural Oklahoma well."

"There appears to be a lot of expense in county offices for distribution of fact sheets and assistance to a minority of farmers. Some of this cost should be shifted to the district office level. 4-H is very important and not emphasized as much as it should be. One of the first cuts on the local level is the 4-H agent. Priorities indicate that food preparation and sewing are more important than the kids."

"Keep up the good work!"

APPENDIX D

INSTITUTIONAL REVIEW BOARD APPROVAL FORM

OKLAHOMA STATE UNIVERSITY
INSTITUTIONAL REVIEW BOARD
FOR HUMAN SUBJECTS RESEARCH

Date: 07-02-93

IRB#: AG-93-027

Proposal Title: POLICY MAKERS PERCEPTIONS AND ATTITUDES TOWARD
COOPERATIVE EXTENSION IN OKLAHOMA

Principal Investigator(s): James White, Valeri J. Terry

Reviewed and Processed as: exempt

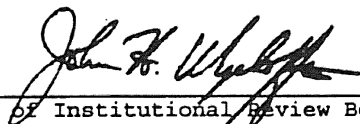
Approval Status Recommended by Reviewer(s): Approved

APPROVAL STATUS SUBJECT TO REVIEW BY FULL INSTITUTIONAL REVIEW
BOARD AT NEXT MEETING.
APPROVAL STATUS PERIOD VALID FOR ONE CALENDAR YEAR AFTER WHICH A
CONTINUATION OR RENEWAL REQUEST IS REQUIRED TO BE SUBMITTED FOR
BOARD APPROVAL. ANY MODIFICATIONS TO APPROVED PROJECT MUST ALSO
BE SUBMITTED FOR APPROVAL.

Comments, Modifications/Conditions for Approval or Reasons for
Deferral or Disapproval are as follows:

Provisions received and approved.

Signature:


Chair of Institutional Review Board

Date: July 2, 1993

VITA²

Valeri J. Terry

Candidate for the Degree of

Master of Science

Thesis: STATE POLICY MAKERS' PERCEPTIONS OF COOPERATIVE EXTENSION
IN OKLAHOMA

Major Field: Agricultural Education

Biographical:

Personal Data: Born in Hobart, Oklahoma, November 18, 1964,
the daughter of Dr. and Mrs. H. Robert Terry, Sr.

Education: Graduated from Stillwater High School, Stillwater,
Oklahoma in May of 1983; received Bachelor of Science
degree in Home Economics from Oklahoma State University in
1987 with a major in Family Relations and Child
Development/Elementary Education; completed requirements
for the Master of Science degree at Oklahoma State
University, Stillwater, Oklahoma in July of 1994.

Professional Experience: Fifth Grade Teacher, Ator Heights
Elementary School, Owasso Public Schools, 1987-1989;
fourth grade teacher, Rose Witcher Elementary School, El
Reno Public School, 1989-1990; developmental math teacher,
Rose Witcher Elementary Schools and Hillcrest Elementary
School, El Reno Public Schools, 1990-1991; Oklahoma
Cooperative Extension 4-H Agent, Seminole County, 1991-
1993; Pittsburg County 1993-present; members OAE4-HA,
NAE4-HA, 1991-present.