

TAA for Catfish: Program Experience

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Background

- 18 states involved in catfish petition
 - AL, AR, FL, GA, ID, IL, KS, KY, LA, MS, MO, NC, NV, OH, OK, SC, TX, UT
- Catfish was approved for TAA on November 17, 2003

Program Development

- Technical assistance was due to UMN Digital Center on December 24, 2003
- A multi-disciplinary, multi-institutional team was formed to handle the task of curriculum development

TAA Catfish Development Team

- The development team consisted of two groups
 - Core Writing Team
 - Jimmy Avery
 - Terry Hanson
 - John Anderson
 - Advisory & Review Panel
 - Half dozen catfish/aquaculture specialists from around the nation

Development Process

- Core Writing Team
 - Drafted catfish-specific content for TAA package
 - Incorporated suggestions from Review Panel into final draft of material
 - Converted final draft of document into TAA format
 - Document, PowerPoint, On-line Course

Development Process

- Advisory & Review Panel
 - Reviewed Digital Center material to suggest way to tailor to catfish producers
 - Met with writing team to develop final draft of training material
 - Worked with core writing team to develop a plan for training delivery

Program Delivery

- Each state was responsible for conducting training, using TAA material developed by TAA Catfish team
 - Multi-county meetings
 - County meetings
 - Distance learning
 - One-on-one in county/district offices

Program Review & Lessons Learned

- Multi-disciplinary approach was essential
- Role of ag economists was initially not understood by hard scientists
- Input from advisory/review panel was critical
 - But important to clearly define a responsible party for each training section
- Time line for curriculum development was severe but served a useful purpose
 - Work expands to fit time allotted

Program Review/Lessons Learned

- Reception from participants was much more positive than expected
 - About 1/3 expressed interest in more intensive training
- Financial support through SRRMEC was significant and helpful
 - But in MS almost all was appropriated by extension administration