

Community Economics

Community Economics

V(A). Planned Program (Summary)

1. Name of the Planned Program

Community Economics

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
602	Business Management, Finance, and Taxation	20%		70%	
608	Community Resource Planning and Development	80%		30%	
Total		100%		100%	

V(C). Planned Program (Inputs)

1. Actual amount of professional FTE/SYs expended this Program

Year: 2007	Extension		Research	
	1862	1890	1862	1890
Plan	8.1	0.0	6.5	0.0
Actual	12.2	0.0	9.3	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c 200358	1890 Extension	Hatch	Evans-Allen
	0	69597	0
1862 Matching 587616	1890 Matching	1862 Matching	1890 Matching
	0	575119	0
1862 All Other 676217	1890 All Other	1862 All Other	1890 All Other
	0	433080	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

In 2007, community economics educators and faculty delivered education and research assessments about economics and public finance. Through educational events and in-depth community studies, community leaders assess whether their community climate will grow their economy and their fiscal health. Extension is becoming a "go-to" resource to support decisions made for economic development, business development and public finance questions in communities. Evidence of this growing reputation comes from increased media requests and interest from local and state legislatures.

Ties continue to be strengthened between Extension and the Department of Applied Economics, the Department of Design, Housing, and Apparel, and the staff of the University of Minnesota Tourism Center. Research is transferred to Extension educators and is disseminated through a variety of web, publication and community-based education vehicles.

2. Brief description of the target audience

Primary audiences for community economics programs in 2007 include chambers of commerce, the tourism industry, economic development officers and local governments, and nonprofits that can, in turn, support local economic development efforts.

V(E). Planned Program (Outputs)**1. Standard output measures****Target for the number of persons (contacts) reached through direct and indirect contact methods**

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
Plan	9000	8000	0	0
2007	10260	34292	0	0

2. Number of Patent Applications Submitted (Standard Research Output)**Patent Applications Submitted**

Year Target

Plan: 0

2007: 0

Patents listed**3. Publications (Standard General Output Measure)****Number of Peer Reviewed Publications**

	Extension	Research	Total
Plan			
2007	3	22	25

V(F). State Defined Outputs**Output Target****Output #1****Output Measure**

Educational workshops will be provided (face-to-face and on-line). (Target expressed as numbers of workshops.)

Year	Target	Actual
2007	180	234

Output #2**Output Measure**

Community-based research will be conducted regarding retail trade, business retention and expansion and tourism development. (Target expressed as numbers of communities engaged.)

Year	Target	Actual
2007	10	9

Output #3**Output Measure**

Community-based trainers will be trained to continue providing education in communities through business retention and expansion programming, customer service training and internet literacy programs. (Target expressed as the numbers of trainers trained.)

Year	Target	Actual
2007	80	107

V(G). State Defined Outcomes

O No.	Outcome Name
1	Participants will increase their knowledge related to topics having to do with community economics. (Target expresses the percentage of participants reporting increased knowledge.)
2	Communities will use education provided to develop plans for future economic development. (Target expressed as numbers of communities articulating plans.)
3	Communities will report that plans developed as a result of community economics programming were implemented to the betterment of their local economies. (Target expressed as number of communities reporting implemented plans.)
4	Communities engaged in long-term programs report increased community capacity to sustain growth and development. (Target expressed as percent of communities who have a majority of task force members responding that Community Economics programs built community capacity.)
5	Research on community and visitor benefits of Minnesota public lands will lead to better public management decisions and increased tourism.

Outcome #1

1. Outcome Measures

Not reporting on this Outcome for this Annual Report

2. Associated Institution Types

3a. Outcome Type:

3b. Quantitative Outcome

Year	Quantitative Target	Actual
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3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
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V(H). Planned Program (External Factors)

External factors which affected outcomes

- Economy
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Competing Programmatic Challenges
- Populations changes (immigration,new cultural groupings,etc.)

Brief Explanation

V(I). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

Retrospective (post program)

Evaluation Results

Key Items of Evaluation