

V(A). Planned Program (Summary)

Program # 12

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	90%		90%	
608	Community Resource Planning and Development	10%		10%	
	Total	100%		100%	

V(C). Planned Program (Inputs)

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

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Plan	13.3	0.0	5.9	0.0
Actual	14.6	0.0	6.8	0.0

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

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
403437	0	784074	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
1962418	0	888397	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
1004967	0	378475	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

Despite, or perhaps because of, the continued downturn in the economy, there is a high demand for Extension community economics programming, especially applied research to help communities: 1) understand their current economic strengths and weaknesses, 2) articulate the economic value of certain

local industries and initiatives, and 3) understand current market audiences and how they can best be reached. In fact, the number of applied research reports that the Community Economics staff worked on increased from 32 in 2009 to 67 in 2010.

The CE team worked with the rest of Community Vitality to develop a theory of change to guide program decisions and indicators of success. The newly adopted theory of change, described fully in the Leadership and Civic Engagement program activities section of this report, will guide the Community Economics team to increase their engagement with communities as they conduct applied research and deliver workshops.

Research assessed the impact of public policies, the impact of change on rural, suburban and urban communities and businesses, as well as community and business challenges and opportunities related to demographic changes, housing, and tourism. Some highlights of MAES funded community economics research in 2010 included:

- Research on a ten year forecast of income tax receipts incorporated aging of the tax payer population as well as differential growth rates for different types of income. Results have been incorporated into a report to the Minnesota Legislature to provide information during budget deliberations.
- An analyzing change in rural labor markets showed that short-run changes in employment in a county are associated mainly with changes in commuting flows. The results emphasize the importance of accounting for economic ties between counties when formulating economic development policy.
- Results from research on foreclosure and housing policy in Minnesota are resulting in the development of a statewide system of electronic foreclosure data. Findings have also been used to develop federal policies.
- Tourism research investigated the Minnesota Zoological Gardens' economic impacts to the seven-country Metro Area and the information was provided to Minnesota Legislators as they assess and set priorities for public investments at the state level during critical shortages in funding public projects.

2. Brief description of the target audience

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

Additional audiences for research knowledge and results are rural social scientists and economists, Extension educators, and state and federal as well as local policy makers.

V(E). Planned Program (Outputs)

1. Standard output measures

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Plan	10000	34000	0	0
Actual	9513	40700	0	0

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

Patent Applications Submitted

Year: 2010
 Plan: 0

Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2010	Extension	Research	Total
Plan	1	14	
Actual	10	5	15

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
2010	240	115

Output #2

Output Measure

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

Year	Target	Actual
2010	15	67

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
2010	90	32

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Participants in Community Economics programs will increase their knowledge of relevant community economic development topics. (Target expressed as the percentage of participants reporting increased knowledge.)
2	Participants in applied research (e.g., Business Retention and Expansion, Tourism Development, Connecting Rural Communities) will apply the new research-based knowledge to plans for local economic development. (Target expressed as a percentage of participants in applied research programs initiated in prior three years who report that participation in Community Economics programming led to improved plans.)
3	Communities engaged in applied research programs (e.g., Business Retention and Expansion, Tourism Development, Connecting Rural Communities) will implement plans that result in the improvement of local economies. (Target expressed as a percentage of community task force members from programs initiative in the past three years that report programming led to a betterment of the their local economy.) Note: Communities could be those of place (geographic) or those of interest (industry or sector-based.)

Outcome #1

1. Outcome Measures

Participants in Community Economics programs will increase their knowledge of relevant community economic development topics. (Target expressed as the percentage of participants reporting increased knowledge.)

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	80	96

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Information and knowledge about market analysis and business development groups can help local businesses act together to maintain competitiveness. While major corporations typically have resources to tap these, small community-based businesses typically do not. Community Economics programs develop more competitive local economies, by bringing fair access to information about technology and market research to local businesses.

What has been done

Community economics educators at the University of Minnesota provide local discussions and workshops about 1) economic impact analysis of local industries, 2) public value, 3) market area profiles, 4) retail analysis, 5) use of social media and web sites in sales and customer service, 6) Geographic Positioning System (GPS) mapping as a marketing tool, and 7) business retention and expansion.

Results

Knowledge outcome data were collected from 51 Community Economics workshops during the 2010 calendar year. A total of 695 participants completed evaluations of these workshops. Ninety-six (96) percent of these reported learning gains, as measured by comparison of average retrospective pre-test scores to their average post-test scores across all session learning objectives.

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation

608 Community Resource Planning and Development

Outcome #2

1. Outcome Measures

Participants in applied research (e.g., Business Retention and Expansion, Tourism Development, Connecting Rural Communities) will apply the new research-based knowledge to plans for local economic development. (Target expressed as a percentage of participants in applied research programs initiated in prior three years who report that participation in Community Economics programming led to improved plans.)

Not Reporting on this Outcome Measure

Outcome #3

1. Outcome Measures

Communities engaged in applied research programs (e.g., Business Retention and Expansion, Tourism Development, Connecting Rural Communities) will implement plans that result in the improvement of local economies. (Target expressed as a percentage of community task force members from programs initiative in the past three years that report programming led to a betterment of the their local economy.) Note: Communities could be those of place (geographic) or those of interest (industry or sector-based.)

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	40	47

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Most new jobs in a community come from existing businesses rather than the attraction of new ones. Often, community economic development leaders face barriers to success because businesses face barriers that communities could address. The climate of community support for a business relies on open communication and trust between businesses and economic development planning decision-makers.

What has been done

Business Retention and Expansion Strategies programs provide community volunteers and

economic development professionals with guidance in survey development, business recruitment and interviewing skills. An electronic survey examined program success with alumni of business retention programs and economic development leadership programs ended in 2009 or 2010.

Results

When asked to what extent the Extension program helped their community implement economic development activities, 47 percent indicated a substantial impact.

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
608	Community Resource Planning and Development

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Economy
- Competing Public priorities

Brief Explanation

Demand for applied research studies supplanted demand for educational programming in 2010, which reduced the number of workshops and trainers trained, but dramatically increased the number of research reports produced.

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

1. Evaluation Studies Planned

Evaluation Results

Key Items of Evaluation