

V(A). Planned Program (Summary)

Program # 16

1. Name of the Planned Program

Business Retention and Expansion Initiative (Extension)

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
608	Community Resource Planning and Development	100%		0%	
	Total	100%		0%	

V(C). Planned Program (Inputs)

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

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Plan	3.0	0.0	0.0	0.0
Actual	4.0	0.0	0.0	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
204979	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
204979	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

BR&E Program Outputs include: BR&E training, on-site workshops and one-on-one consultation, volunteer organizational efforts, continuous update of BR&E hard copy and web-based materials such as questionnaires, reports, and presentations in cooperation with development officials, elected officials, businesses, and community stakeholders including Extension professionals.

2. Brief description of the target audience

Local development officials, community volunteers, Extension professionals (direct); community stakeholders (indirect)

V(E). Planned Program (Outputs)

1. Standard output measures

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Plan	2000	10000	0	0
Actual	2000	10000	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	5	0	
Actual	5	5	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Formal training workshops

Year	Target	Actual
2010	10	10

Output #2

Output Measure

- one-on-one consultations

Year	Target	Actual
2010	250	250

Output #3

Output Measure

- formal community presentation of findings

Year	Target	Actual
2010	25	4

Output #4

Output Measure

- web-based questionnaires

Year	Target	Actual
2010	15	3

Output #5

Output Measure

- hard-copy questionnaires

Year	Target	Actual
2010	1000	200

Output #6

Output Measure

- Number of program planning and implementation volunteers

Year	Target	Actual
2010	0	60

Output #7

Output Measure

- Number of program planning and implementation volunteer hours donated

Year	Target	Actual
2010	0	2650

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Local leaders and community residents will be more familiar with different ways of analyzing data and more capable of interpreting data needed to make important community decisions.
2	Local leaders and community residents will use BR&E data and other secondary data available to make better-informed community decisions.
3	Jobs will be created and retained as a result of ongoing, meaningful dialogue among community leaders, residents, and businesses.

Outcome #1

1. Outcome Measures

Local leaders and community residents will be more familiar with different ways of analyzing data and more capable of interpreting data needed to make important community decisions.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	200	85

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Local communities lack an understanding of issues related to their economy. Local officials lack knowledge of existing business needs and resulting expansion strategies. Relations among community stakeholders (businesses, residents, local leaders/officials) are fragmented.

What has been done

Engaged community stakeholders in a formal dialogue in order to empower local development officials and the community at large to act on community and economic development issues of strategic importance. Helped local communities learn how to systematically gather information critical to understanding local development needs.

Results

"Program participants reported that the BR&E program:1. enabled 85 local officials to use community data collected via the BR&E program to make better informed community decisions;2. enabled them to establish and/or cultivate relationships with an estimated 675 businesses;3. enabled their community to benefit from the donation of an estimated 2650 local community volunteer hours, and; 4. helped existing businesses in their community create at least 757 new jobs and retain another 1065."

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #2

1. Outcome Measures

Local leaders and community residents will use BR&E data and other secondary data available to make better-informed community decisions.

Not Reporting on this Outcome Measure

Outcome #3

1. Outcome Measures

Jobs will be created and retained as a result of ongoing, meaningful dialogue among community leaders, residents, and businesses.

Not Reporting on this Outcome Measure

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Economy
- Appropriations changes
- Competing Public priorities
- Competing Programmatic Challenges

Brief Explanation

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

1. Evaluation Studies Planned

- After Only (post program)
- Retrospective (post program)
- During (during program)
- Comparisons between program participants (individuals, group, organizations) and non-participants

Evaluation Results

"Program participants reported via web survey in fall 2010, that the BR&E program:1. enabled 85 local officials to use community data collected via the BR&E program to make better informed community decisions;2. enabled them to establish and/or cultivate relationships with an estimated 675 businesses;3. enabled their community to benefit from the donation of an estimated 2650 local community volunteer hours, and; 4. helped existing businesses in their community create at least 757 new jobs and retain another 1065."

Key Items of Evaluation

"Program participants reported via web survey in fall 2010, that the BR&E program:1. enabled 85 local officials to use community data collected via the BR&E program to make better informed community decisions;2. enabled them to establish and/or cultivate relationships with an estimated 675 businesses;3. enabled their community to benefit from the donation of an estimated 2650 local community volunteer hours, and; 4. helped existing businesses in their community create at least 757 new jobs and retain another 1065."