

V(A). Planned Program (Summary)

Program # 10

1. Name of the Planned Program

Community Resource and Economic Development

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%		100%	
	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	12.0	0.0	1.0	0.0
Actual	14.0	0.0	4.1	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
200000	0	172422	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
200000	0	172422	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
1000000	0	1103460	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

Strategic planning training and strategic planning for communities, infrastructure planning, community service plans, medical facilities and services planning, training of county elected officials, engineering and manufacturing consulting, community economic development studies, community leadership and agricultural leadership development, and entrepreneurship training and development.

2. Brief description of the target audience

The target audience includes community leaders (volunteer and elected), agricultural leadership participants and alums, and business owners/prospective owners, hospitals, schools, chambers of commerce, other agencies

V(E). Planned Program (Outputs)

1. Standard output measures

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Plan	890	10650	0	0
Actual	75010	497000	1010	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	3	
Actual	6	8	14

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Number of community services plans completed

Year	Target	Actual
2010	30	31

Output #2

Output Measure

- Number of education modules completed

Year	Target	Actual
2010	1	3

Output #3

Output Measure

- Number of county officer training courses conducted

Year	Target	Actual
2010	35	61

Output #4

Output Measure

- Number of manufacturing firms receiving applications engineering assistance

Year	Target	Actual
2010	50	146

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Number improving business skills
2	Number of manufacturing jobs created or retained
3	Number of communities where capacity was increased
4	Number of participants that plan to open/expand a business
5	Number of communities that build plans for growth and/or improvement
6	Number of leadership class graduates actively participating in community or industry

Outcome #1

1. Outcome Measures

Number improving business skills

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	150	1758

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

The PRIDE and related employee training programs teach front line employees good customer service habits. This is important in attracting and retaining a customer base ? hence maintaining and/or increase jobs, business income and increase community sales tax revenue.

Results

During 2010 over 1,400 Oklahomans received PRIDE and PRIDE related employee (customer service) training.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #2

1. Outcome Measures

Number of manufacturing jobs created or retained

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	50	133

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Of the over 5000 manufacturers in Oklahoma, approximately half are located in rural areas and are extremely important to their local economies. The loss or downsizing of even one of these wealth-generating small or mid-sized companies can have devastating consequences for the host and surrounding communities. These rural firms face particular difficulty in getting relevant and usable information and technical assistance that will keep them abreast of the rapid changes in manufacturing technology.

What has been done

To address the difficulties faced by our small rural manufacturers, the College of Engineering, Architecture and Technology and the Division of Agricultural Sciences and Natural Resources at Oklahoma State University work in partnership to provide technical assistance through the Applications Engineering program. Since 1997, Applications Engineers have been deployed in the state in collaboration with the Oklahoma Cooperative Extension Service and the Oklahoma Manufacturing Alliance to provide on-site engineering assistance.

In order to receive engineering assistance the client must agree to a post-project impact assessment. This impact assessment is done using procedures developed by the National Institute for Standards and Technology for the Manufacturing Extension Partnership. The client is contacted some months after the completion of an activity and is asked a series of questions designed to assess the impact of the effort.

Results

The impact of this program is measured in several ways. One is the economic value of the service to the company as reported by the client. Another measure is the number of jobs created or retained. Both impacts are measured by an independent survey of the client. Number of jobs created or retained is translated into economic impact using an income multiplier to compute the direct, indirect, and induced effects due to a change in the number of jobs in the manufacturing sector.

The multiplier was developed from data collected from two different sources. First, the average salary for manufacturing in Oklahoma (\$34,323) was taken from the U.S. Bureau of Labor Statistics published information for 2001. Secondly, the income multiplier of 2.2 was obtained from IMPLAN data for Oklahoma. The total economic impact can be computed by multiplying the average annual salary times the income multiplier to arrive at \$75,511 for each new or retained job in the manufacturing sector.

In 2010, the Applications Engineers client projects resulted in increased sales of more than \$7.9 million, while retaining an additional \$18.9 million in sales that would have otherwise been lost. Further, the expertise provided by our engineers created cost savings of \$3.1 million, and avoided additional costs estimated at \$3.1 million. With 84 new jobs created and 49 jobs retained, our projects provided an additional \$11,000,000 to the state's economy. Finally, the clients invested over \$8,100,000 in new plant facilities and equipment, for a total economic impact of \$51,200,000.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #3

1. Outcome Measures

Number of communities where capacity was increased

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	30	125

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Oklahoma has 77 county offices each with multiple elected and appointed officials. These positions turn over often due to elections, retirements, resignations, etc. Also, state and federal laws and policy interpretations change regularly. Thus on-going education and training is important to the efficient and lawful running of county and municipal government.

What has been done

The County Training Program provides on-going training for county government personnel each year. State appropriations and user fees fund this program.

Results

Two hundred one (290) county government personnel out of three hundred fourteen (479) who participated in training between July 1, 2010 and December 31, 2010 said they not only "learned" something useful, but "put into practice" something they learned at the training session. The County Training Program conducted sixty short-courses during this timeframe. Although county officers and deputies immediately indicate on post-course evaluations that the programs are good and appreciated, the question is "Are these county officials benefiting from and applying lessons learned when they return to their office?" Each six months participants are surveyed. Each person had the option to respond by mail or via a website. All responses were anonymous. About 45% responded. The following is a summary of the responses to each question:

1. Ninety-three percent of respondents described the course as excellent or good.
2. Over ninety percent judged the class to be worth the time, effort, and expense.
3. Ninety percent said they learned some or several things they could take back to the office and put to use.
4. Sixty-one percent said that they did put one or more things into use back at the office.
5. Examples of what they did are numerous. Some of these are easily understood and others are not. All responses show impact. An exact quantitative or qualitative measure would be difficult to determine.
6. Eighty-nine percent said they learned worthwhile information even if they did not put it into use.
7. Twenty percent said that the economic downturn will limit their attendance at CTP programs.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #4

1. Outcome Measures

Number of participants that plan to open/expand a business

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	100	93

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Small businesses in rural areas tend to struggle to establish a market presence and compete in today's economy.

What has been done

During 2010, the Oklahoma State University e-commerce program provided training to over 300 small businesses on how to plan, effectively set up, and promote their websites, which can help address these issues. Prior to the training, 55% indicated that they already had a website. 90% of all participants rated the section on "Small Business Websites 101" as very useful, as 93% of all participants rated the section on Website Marketing as very useful. We also held sessions specifically on getting your business found on the Internet, of which 97% of attendees found "very useful." After the training, 97% of respondents planned on either developing a new website or altering their current site.

Results

These half-day, hands-on sessions are positively impacting rural businesses as evidenced by success stories of former attendees. These include those who have developed websites to promote their business (such as the bloodhound breeder near Moore ? www.hickoryridgekennels.com), began accepting transactions online (like the cabin owner in Idabel ? www.blackbearcabinok.com), or made successful changes to their online strategy (such as the policy consultant near OKC that incorporated search engine optimization techniques into her site, and started her own blog at www.policyandperformanceconsultants.com). Further, anecdotal evidence suggests that the improved advertising offered by a website can increase small business sales anywhere from 20% to over 200%. With average sales of \$150,000 (which was the average displayed in a small business report by Mississippi State in 2007) this implies that the e-commerce program increased the revenue of small businesses in Oklahoma by between \$9.3 and \$93.0 million during 2010.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #5

1. Outcome Measures

Number of communities that build plans for growth and/or improvement

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	15	11

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Retail activity is important to Oklahoma municipalities because the retail sales and use taxes represent major sources of revenue which finance municipal services.

What has been done

Retail Trade Analysis continues to be a popular Extension program, providing sixteen communities with data useful to evaluating their retail development programs and creating new retail opportunities.

Results

At least two communities realized economic growth due in part to this program. Josh McKim, Executive Director of Economic Development, uses the reports on a regular basis to target and attract new retail businesses to Stillwater. He finds the reports so valuable, he has begun to order them bi-annually and use them to benchmark his efforts for retail development. Tommy Kramer, Executive Director of the Durant Industrial Authority, also used the reports from the retail trade analysis to identify and target new retail establishments for Durant, OK. One particular success he had involving this data was securing a movie theater management company to build a new Cineplex in Durant.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #6

1. Outcome Measures

Number of leadership class graduates actively participating in community or industry

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
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2010

90

46

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

OALP empowers and develops emerging agriculture and community leaders. OALP graduates have a greater understanding of people and processes and greater understanding of various systems of economics and government and are able to solve problems and explore opportunities for Oklahoma agriculture and rural communities.

What has been done

OALP empowers and develops emerging agriculture and community leaders. OALP graduates have a greater understanding of people and processes and greater understanding of various systems of economics and government and are able to solve problems and explore opportunities for Oklahoma agriculture and rural communities.

Results

The total Class XIV experience resulted in three members being selected to serve on advisory committees at the national level. Two of the three are serving at the Secretary of Agriculture Tom Vilsack's request. Three additional members from Class XIV are serving on local school boards. OALP Class XV commenced in August 2010. The class consists of twenty one participants and has completed four seminars (over 12 days) that will enable participants to enhance agricultural and leadership skills.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Competing Public priorities

Brief Explanation

Some program state budgets were reduced during 2010 including the county government trainin program. We also lost a small and home business specialist during this time and this position will not be replaced in the near future due to budget constraints.

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

1. Evaluation Studies Planned

- After Only (post program)
- Retrospective (post program)
- Before-After (before and after program)
- Case Study

Evaluation Results

{No Data Entered}

Key Items of Evaluation

{No Data Entered}