

V(A). Planned Program (Summary)

Program # 5

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
602	Business Management, Finance, and Taxation	20%		0%	
608	Community Resource Planning and Development	55%		0%	
803	Sociological and Technological Change Affecting Individuals, Families, and Communities	25%		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	35.0	0.0	0.3	0.0
Actual	50.7	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
731313	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
731313	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
4942227	0	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

Provided training and curriculum materials to County Extension Agents and volunteers for the purpose of conducting educational programs on community leadership, disaster preparedness, youth entrepreneurship, and nature based tourism at the county level. Specialists provided in-depth educational programs to targeted audience relative to community and economic development strategies, based on local needs. Provided multi-county, regional and statewide educational programs on various topics to business owners and community stakeholders utilizing specialist faculty and other government and private sector partners. Coordinated and collaborated with state and federal agencies in rural development activities as well as worked with regional rural development centers in curriculum and professional development. Developed working relationships with rural community colleges to obtain support and follow-up for local educational activities. Expand web-based information delivery relative to community resource and economic development topics.

2. Brief description of the target audience

Primary target audiences for the program consist of residents, elected and appointed officials, community leaders/potential leaders, and existing and potential business owner/managers in and around the over 1,200 communities in all 254 counties of the state.

V(E). Planned Program (Outputs)

1. Standard output measures

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Plan	25000	60000	14000	0
Actual	147886	395967	94561	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	0	200	
Actual	0	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- # of group educational sessions conducted.

Year	Target	Actual
2010	1500	3252

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Percent of targeted counties conducting educational programs and activities related to strategies for community economic development
2	Landowners/managers in selected counties serve as demonstrators or program collaborators for support of educational programs on nature-based tourism and other natural resource strategies for economic development.
3	Participants of in-depth leadership educational programs who increase knowledge of community and individual leadership principles.

Outcome #1

1. Outcome Measures

Percent of targeted counties conducting educational programs and activities related to strategies for community economic development

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	25	52

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Issue identification activities continue to show that economic growth, jobs, income, and quality of life are concerns of rural communities. Community leaders, elected officials, local business people want their area to survive and thrive in order to maintain an economic base to grow the population and provide opportunities for the rural areas.

What has been done

The imperative of the Texas CRED program is the development of individual abilities and community support for creating and growing businesses, jobs, wealth, and income. Programs such as Rural Entrepreneurship, Community Leadership, Nature Tourism, Workforce Training and Certifications, Texas Friendly Hospitality, and Community Based Planning address the priority issues facing rural Texas.

Results

Some 126 of the targeted 241 counties have reported educational program activities addressing issues of community resources and economic development. Key programs were in entrepreneurship, leadership, workforce preparedness, nature-based tourism, and disaster preparedness.

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
608	Community Resource Planning and Development
803	Sociological and Technological Change Affecting Individuals, Families, and Communities

Outcome #2

1. Outcome Measures

Landowners/managers in selected counties serve as demonstrators or program collaborators for support of educational programs on nature-based tourism and other natural resource strategies for economic development.

Not Reporting on this Outcome Measure

Outcome #3

1. Outcome Measures

Participants of in-depth leadership educational programs who increase knowledge of community and individual leadership principles.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	60	92

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Issue identification processes at the local level continue to emphasize the importance of leadership to fostering sustainable and vibrant communities. Community stakeholders must be prepared to build on local strengths through leadership and partner with others to create support for economic development and quality of life. This is particularly true given the importance of regionalism to development.

What has been done

"Building Connections: Community Leadership" is an in-depth curriculum to assist participants in determining their individual leadership traits and in developing strategies for effectively leading organizations/communities. "Developing Critical Thinking Leaders" is another curriculum based program by Extension that is expanding.

Results

92% of 758 participating indicated they gained knowledge from the leadership curriculum relative to leadership characteristics and skills.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development
803	Sociological and Technological Change Affecting Individuals, Families, and Communities

V(H). Planned Program (External Factors)

External factors which affected outcomes

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

Brief Explanation

The recession of 2009 finally hit Texas in 2010. Budget rollbacks at the state level has reduced the capability of Texas A&M AgriLife to respond to clientele needs. The recession also has impacted the ability of clientele to attend multi-county educational activities. It is anticipated that web-based educational programs will have increased contacts by clientele. Also, fewer businesses and landowners were willing to cooperate as a demonstration of best management practices for educational purposes.

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)

Evaluation Results

Key Items of Evaluation