

V(A). Planned Program (Summary)

Program # 8

1. Name of the Planned Program

Economic and Community Development

Reporting on this Program

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

| KA Code | Knowledge Area | %1862 Extension | %1890 Extension | %1862 Research | %1890 Research |
|---------|--|-----------------|-----------------|----------------|----------------|
| 605 | Natural Resource and Environmental Economics | 15% | 20% | | |
| 608 | Community Resource Planning and Development | 70% | 50% | | |
| 803 | Sociological and Technological Change Affecting Individuals, Families, and Communities | 10% | 20% | | |
| 805 | Community Institutions, Health, and Social Services | 5% | 10% | | |
| | Total | 100% | 100% | | |

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

| Year: 2012 | Extension | | Research | |
|--------------------------|-----------|------|----------|------|
| | 1862 | 1890 | 1862 | 1890 |
| Plan | 18.0 | 5.0 | 0.0 | 0.0 |
| Actual Paid Professional | 14.3 | 1.2 | 0.0 | 0.0 |
| Actual Volunteer | 0.0 | 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 |
| 106354 | 47387 | 0 | 0 |
| 1862 Matching | 1890 Matching | 1862 Matching | 1890 Matching |
| 268661 | 47387 | 0 | 0 |
| 1862 All Other | 1890 All Other | 1862 All Other | 1890 All Other |
| 1171443 | 110986 | 0 | 0 |

V(D). Planned Program (Activity)

1. Brief description of the Activity

Primary activities in this area were individualized community, county and regional economic and community development programs conducted as part of 1 Strategic Program Initiative (SPI 402-ECDI-C) and 3 Priority Program Areas (PPA 102-F, PPA 102-G, PPA 102-UANNP-H).

Activities of individualized programs included:

- Connections & Partnerships
 - Created an 18-member ECDI Board of Advisors that includes leaders of all major economic development organizations in Alabama
 - Organized and conducted meetings of numerous Auburn University units that have some role in economic and community development to develop a strategic partnership plan
 - Administered the Alabama Community Leadership Network and hosted a state conference and a state workshop
 - Managed the Alabama Communities of Excellence program which focuses on communities with populations between 2,000 and 18,000
 - Participated on economic and community development boards throughout the state
 - Partnered with 4 community organizations to implement Realizing the American Dream
- Education & Training
 - Conducted the two-week Intensive Economic Development Training Course
 - Managed Impact Alabama, an executive economic development training program for Alabama's top economic developers
 - Developed a web-based small business webinar educational curriculum in partnership with the National Independent Business Association
 - Conducted Alabama Prosperity Forum workshops
 - Administered AU Graduate Minor in Economic Development
 - Conducted 2 statewide County Extension Coordinator Trainings
 - Conducted Mississippi-Alabama Rural Tourism Conference
 - Conducted Small Business Opportunity Conference
 - Developed 24 online entrepreneurship training modules
 - Developed the Virtual Entrepreneurship online platform for training and evaluation
 - Conducted 4 Realizing the American Dream workshops
- Research & Communications
 - Published quarterly Extension ACTION newsletter
 - Published 2012 Alabama County Economic Vitality Index, which rates all 67 Alabama counties on 8

indicators in 4 categories

- Consulting, Community Support & Engagement
 - Partnered with Economic Development Partnership of Alabama to create a strategic economic development plan for 8 Alabama counties impacted by the BP Deepwater Horizon oil spill
 - Administered the Rural Alabama Initiative mini-grant program
 - Developed and managed 5 county "Stronger Economies Together (SET)" project focused on regional economic development training and strategic planning
 - Directed strategic planning projects for the Coastal Gateway Economic Development Alliance and for Choctaw County Workforce Development
 - Provided consultation services to over 100 sites related to rural and agritourism

2. Brief description of the target audience

The primary target audiences are current and future community leaders, decision makers, and local and state governmental officials in all communities across the state.

3. How was eXtension used?

The Economic and Community Development program of ACES used eXtension primarily through Virginia Morgan, Administrator III, Outreach Programs to assist Alabama citizens and communities in the ongoing rebuilding process that is a result of the devastating and deadly series of tornadoes that hit many communities in the previous spring.

V(E). Planned Program (Outputs)

1. Standard output measures

| 2012 | Direct Contacts Adults | Indirect Contacts Adults | Direct Contacts Youth | Indirect Contacts Youth |
|---------------|------------------------|--------------------------|-----------------------|-------------------------|
| Actual | 40357 | 1841300 | 13188 | 603987 |

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

Patent Applications Submitted

Year: 2012
 Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

| 2012 | Extension | Research | Total |
|---------------|-----------|----------|-------|
| Actual | 0 | 0 | 0 |

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- This program area will include numerous output activities and methods as part of the Extension Team Projects (ETPs) which are described/explained in Section V(F). The success of many of these outcomes will be formally evaluated/measured by using individual activity evaluation forms designed specifically for each activity, the success of other activities and projects will be measured by the level of participation in the activity. The target boxes below indicate for each year the number of ETPs for this program area that will be formally evaluated using an evaluation instrument designed specifically for that activity.

| Year | Actual |
|------|--------|
| 2012 | 0 |

Output #2

Output Measure

- The virtual Entrepreneurship project desired to achieve the following outputs for the program year: Virtual Entrepreneurship website (MyVEC.org) Virtual Entrepreneurship Facebook Page (facebook.com/myvecorg) Virtual Entrepreneurship Twitter account (twitter.com/myvec_org) Virtual Entrepreneurship LinkedIn account (Alabama VEC) Virtual Entrepreneurship YouTube Channel (Alabama VEC) Develop 24 training modules During the program year a total of 4 Realizing the American Dream Workshops were conducted throughout the State of Alabama. The program served approximately 63 adults interested in purchasing a home or keeping the one they already own. Programs were conducted throughout the state.

| Year | Actual |
|------|--------|
| 2012 | 30 |

Output #3

Output Measure

- [THIS REPLACES FIRST PARAGRAPH ABOVE] This program area included numerous output activities and the success of those projects and activities was measured by levels of participation. Included were Small business webinars and training session; Training courses, publications, and other resources for economic developers, community leaders, and small business; Alabama Community Leadership Network; Gulf Coast Sustainability Plan; 5-Star Economic Development Plan for a 5-county Black Belt region (Marengo, Wilcox, Sumter, Perry, and Dallas counties) through SET; Choctaw County Workforce Development Plan; Revised process for conducting ACE leadership development programming; RAI funded grant projects; Bimonthly Rural Community and Economic Development Advisory Board meetings; Action newsletters; Two-state conference providing best practices in rural tourism; Comprehensive system of birding trails covering the entire state in which all 67 counties are involved; Regional effort to promote nine rural counties as a tourism destination.

| Year | Actual |
|------|--------|
|------|--------|

2012

105

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

| O. No. | OUTCOME NAME |
|--------|---|
| 1 | Outcomes from this program area include: a) Number of community and economic development projects conducted, b) Community and economic development training resources developed, c) Number of community and economic development programs conducted, and d) number of educational grant projects funded. |
| 2 | Each ACES employee is required to provide a success story on the program activity which they felt best demonstrates the impacts of their work. These success stories contain the following elements: · Why: Explain the reason the program was done, or the situation or problem that the program addressed. · What: Specifically what was done and how it was done. · When: If this was a one-time event, the date it occurred. If it is was a series of events, or an on-going program, when it began. · Where: Specific location-- the county or counties involved. · Who and how many: The ?who? includes both who did the program and who were the clients of the program, as well as how many people were served. · So what: This is the part that gives the real meaning to ?success.? The basic question to be answered in this part is ?what difference did this program make.? The difference may be measured in terms of dollars, or in changes in habits, lifestyles or attitudes. Whenever possible use numbers to show the effect of the program. If it is not possible to use numbers, provide a qualitative measurement like client comments or another type of testimonial about the program. Since the Economic and Community Development program area is very broad in scope and contains multiple Extension Team Projects which have different outcomes measures, the impacts for this program area are best measured in the number and quality of the success stories generated by the individuals who work on these projects. Therefore, one very significant outcome measure is the number of success stories generated. |
| 3 | Realizing the American Dream training was used to conduct our first time homebuying program. Overall the participants had a positive view of the Realizing the American Dream. Of the 53 program participants who responded: 32% were having a difficult time meeting their monthly mortgage payment, 43% were interested in buying a home but did not know how, 85% strongly believed that the program was interesting, 91% strongly believed that the information was useful, 90%strongly believed that the activities were helpful, and 78% strongly believed that their involvement would have an impact on their future. Of the program participants 58% increased their knowledge on home buying. Of the respondents 88% increased their knowledge in one or more of the program target areas (manage money, manage credit, create home buying plan, get a good mortgage loan, shop a home). After the programs conclusion 46% of the respondents reviewed their credit, 68% increased savings, and 81% completed one or more of the program action items (budget, home buying plan, savings plan, credit plan, loss mitigation plan). |
| 4 | [THIS REPLACES FIRST PARAGRAPH ABOVE] Community leadership development programs become catalysts for building stronger, more prosperous communities throughout Alabama. These local leadership programs advance a collaborative leadership model, growing the quantity of leaders, increasing the capacity of citizen leaders to address the challenges they face, and thereby strengthening civic life and maximizing economic potential in communities throughout Alabama. With a clear understanding of priorities and strategies, communities and organizations receiving planning assistance from ECDI are more proactive and successful in realizing their vision and achieving their goals. Organizations are more cost-effective and productive. Communities realize improved quality of life and economic prosperity. |

Outcome #1

1. Outcome Measures

Outcomes from this program area include: a) Number of community and economic development projects conducted, b) Community and economic development training resources developed, c) Number of community and economic development programs conducted, and d) number of educational grant projects funded.

2. Associated Institution Types

- 1862 Extension
- 1890 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

| Year | Actual |
|-------------|---------------|
| 2012 | 560 |

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Successful local community and economic development requires strong local leadership, connections among public, private, and education sector stakeholders, and active engagement. The BP Horizon Oil Spill in 2011 on the Alabama Gulf Coast provided two important lessons: the value of the tourism to economic development and the importance of working together to deal with crisis. Of course, many communities may have good community leadership with excellent ideas for projects that would enhance local community and economic development. What they may lack is a source of funding to seed those local projects.

What has been done

Rural Alabama Initiative (RAI) grant program was created to provide seed money for some of these worthwhile community initiatives. Priority was given to projects featuring collaborations among organizations and jurisdictions in rural Alabama. Promoted education and training in rural tourism through the Intensive Economic Development Training Course and development of annual Alabama-Mississippi Tourism Conference. Partnered with Economic Development Partnership of Alabama to assess the economic development challenges and opportunities in the 8 counties most impacted by the Horizon oil spill.

Results

ECDI funded 12 Rural Alabama Initiative projects for 2012 at a total of over \$54,000, many focusing on community development, engagement, and youth leadership. The RAI grant application process was very competitive. Over \$1.25 million dollars has been distributed since

2007 to support over 130 local economic and community development projects throughout Alabama. Conducted over 100 consultation sessions in support of tourism-related economic development programs, primarily for rural and agritourism initiatives. Created a regional long-term plan to achieve economic diversification and sustainability in the 8 county area most directly impacted by the Horizon oil spill. Engaged a broad cross section of regional stakeholders to identify solutions and build consensus for implementation of the plan's key priorities.

4. Associated Knowledge Areas

| KA Code | Knowledge Area |
|---------|--|
| 605 | Natural Resource and Environmental Economics |
| 608 | Community Resource Planning and Development |
| 803 | Sociological and Technological Change Affecting Individuals, Families, and Communities |
| 805 | Community Institutions, Health, and Social Services |

Outcome #2

1. Outcome Measures

Each ACES employee is required to provide a success story on the program activity which they felt best demonstrates the impacts of their work. These success stories contain the following elements:

- Why: Explain the reason the program was done, or the situation or problem that the program addressed.
- What: Specifically what was done and how it was done.
- When: If this was a one-time event, the date it occurred. If it is was a series of events, or an on-going program, when it began.
- Where: Specific location-- the county or counties involved.
- Who and how many: The ?who? includes both who did the program and who were the clients of the program, as well as how many people were served.
- So what: This is the part that gives the real meaning to ?success.? The basic question to be answered in this part is ?what difference did this program make.? The difference may be measured in terms of dollars, or in changes in habits, lifestyles or attitudes. Whenever possible use numbers to show the effect of the program. If it is not possible to use numbers, provide a qualitative measurement like client comments or another type of testimonial about the program.

Since the Economic and Community Development program area is very broad in scope and contains multiple Extension Team Projects which have different outcomes measures, the impacts for this program area are best measured in the number and quality of the success stories generated by the individuals who work on these projects. Therefore, one very significant outcome measure is the number of success stories generated.

2. Associated Institution Types

- 1862 Extension
- 1890 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

| Year | Actual |
|------|--------|
| 2012 | 9 |

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The Success Stories for 2012 specific to the Economic and Community Development PPTs are available online on the ACES intranet. The 9 Success Stories are broken down as follows: 5 for PPA 102-F, 3 for PPA 102-G, and 1 for PPA 102-UANNP-H. Each Success Story will address the issue, that is, who cares and why.

What has been done

The Success Stories for 2012 specific to the Economic and Community Development PPTs are available online on the ACES intranet. The 9 Success Stories are broken down as follows: 5 for PPA 102-F, 3 for PPA 102-G, and 1 for PPA 102-UANNP-H. Each Success Story will address what has been done.

Results

The Success Stories for 2012 specific to the Economic and Community Development PPTs are available online on the ACES intranet. The 9 Success Stories are broken down as follows: 5 for PPA 102-F, 3 for PPA 102-G, and 1 for PPA 102-UANNP-H. Each Success Story will provide their results.

4. Associated Knowledge Areas

| KA Code | Knowledge Area |
|---------|--|
| 605 | Natural Resource and Environmental Economics |
| 608 | Community Resource Planning and Development |
| 803 | Sociological and Technological Change Affecting Individuals, Families, and Communities |
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Outcome #3

1. Outcome Measures

Realizing the American Dream training was used to conduct our first time homebuying program. Overall the participants had a positive view of the Realizing the American Dream. Of the 53 program participants who responded: 32% were having a difficult time meeting their monthly mortgage payment, 43% were interested in buying a home but did not know how, 85% strongly believed that the program was interesting, 91% strongly believed that the information was useful, 90% strongly believed that the activities were helpful, and 78% strongly believed that their involvement would have an impact on their future. Of the program participants 58% increased their knowledge on home buying. Of the respondents 88% increased their knowledge in one or more of the program target areas (manage money, manage credit, create home buying plan, get a good mortgage loan, shop a home). After the programs conclusion 46% of the respondents reviewed

their credit, 68% increased savings, and 81% completed one or more of the program action items (budget, home buying plan, savings plan, credit plan, loss mitigation plan).

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

| Year | Actual |
|------|--------|
| 2012 | 0 |

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

| KA Code | Knowledge Area |
|---------|---|
| 608 | Community Resource Planning and Development |

Outcome #4

1. Outcome Measures

[THIS REPLACES FIRST PARAGRAPH ABOVE] Community leadership development programs become catalysts for building stronger, more prosperous communities throughout Alabama. These local leadership programs advance a collaborative leadership model, growing the quantity of leaders, increasing the capacity of citizen leaders to address the challenges they face, and thereby strengthening civic life and maximizing economic potential in communities throughout Alabama. With a clear understanding of priorities and strategies, communities and organizations receiving planning assistance from ECDI are more proactive and successful in realizing their vision and achieving their goals. Organizations are more cost-effective and productive. Communities realize improved quality of life and economic prosperity.

2. Associated Institution Types

- 1862 Extension
- 1890 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

| Year | Actual |
|-------------|---------------|
| 2012 | 560 |

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

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4. Associated Knowledge Areas

| KA Code | Knowledge Area |
|----------------|-----------------------|
|----------------|-----------------------|

| | |
|-----|--|
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| 608 | Community Resource Planning and Development |
| 803 | Sociological and Technological Change Affecting Individuals, Families, and Communities |
| 805 | Community Institutions, Health, and Social Services |

V(H). Planned Program (External Factors)

External factors which affected outcomes

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

Brief Explanation

Damage from strong tornadoes and storms in the spring of 2011 coupled with the poor national and state economies were the two largest external factors that had an impact on outcomes. Many communities across Alabama were devastated by a series of deadly tornadoes that spring and several communities were totally destroyed. For portions of the state this has had long lasting results as rebuilding is still continuing. The economy resulted in less than expected state and federal revenues which resulted in appropriation changes. One of the largest impacts has been on the RAI grant program, which was cut by almost 90% from the initial funding.

V(I). Planned Program (Evaluation Studies)

Evaluation Results

The newly created 18-member ECDI Board of Advisors provided direction, feedback, and advice. This external advisory board includes leaders of all major economic Development organizations in Alabama. ECDI training courses are evaluated through participant evaluation surveys and all of these events indicate high satisfaction with all aspects of training provided. The success of other activities and projects was measured by the level of participation.

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Key Items of Evaluation

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American Dream. Of the 53 program participants who responded: 58% increased their knowledge on home buying. Of the respondents 88% increased their knowledge in one or more of the program target areas (manage money, manage credit, create home buying plan, get a good mortgage loan, shop a home).

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