

V(A). Planned Program (Summary)

Program # 5

1. Name of the Planned Program

Economics & 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
601	Economics of Agricultural Production and Farm Management	5%		10%	
602	Business Management, Finance, and Taxation	10%		0%	
603	Market Economics	10%		15%	
604	Marketing and Distribution Practices	10%		0%	
605	Natural Resource and Environmental Economics	10%		0%	
606	International Trade and Development	5%		0%	
608	Community Resource Planning and Development	10%		0%	
610	Domestic Policy Analysis	10%		75%	
803	Sociological and Technological Change Affecting Individuals, Families, and Communities	10%		0%	
805	Community Institutions, Health, and Social Services	10%		0%	
806	Youth Development	10%		0%	
	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	32.1	0.0	9.0	0.0
Actual Paid Professional	20.2	0.0	32.0	0.0
Actual Volunteer	15.0	0.0	1.0	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
345469	0	253462	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
444616	0	2945196	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
3211472	0	1119081	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

Economic Viability and Sustainability:

Many Arkansas communities and regions are facing severe economic conditions. Jobs are limited in many communities. People are migrating to urban areas, reducing revenue needed to maintain basic rural services. Small business owners and entrepreneurs are critical for the viability of Arkansas communities and regions. At a household level, earnings per job recently increased in most Arkansas counties, median household incomes have declined and today's consumer averages 13 credit obligations on record at a credit bureau. Research shows financial literacy is low.

THE U OF A DIVISION OF AGRICULTURE WILL:

- Identify trends affecting Arkansas communities and regions.
- Help Arkansas communities and regions identify and implement innovative economic development strategies.
- Provide education and technical assistance to Arkansas businesses and entrepreneurs.
- Provide personal financial management education for youth and adults.
- Help local governments explore innovative solutions and optimize resources.

Rural Infrastructure:

Due to limited resources in many communities, it is increasingly difficult to maintain or expand infrastructure capacity. Roads, public utilities and other facilities are needed to maintain community viability and long-term quality of life. An area of particular concern is access to advanced telecommunication. Communities, schools and businesses without access to high-speed Internet are at a distinct disadvantage.

Broadband connectivity is critical to Arkansas's efforts to create and attract knowledge-based industries. The Division is poised to provide tools to help communities and regions assess and address their infrastructure needs.

THE U OF A DIVISION OF AGRICULTURE WILL:

- Provide tools for communities to assess infrastructure needs.
- Assist in identifying local, state and federal resources to address infrastructure challenges.
- Support communities' efforts to obtain and use information technologies, including broadband connectivity.

Leadership and Community Involvement:

Effective and inclusive leaders are vital to sustainable and economically viable communities. Community planning is often based on the decisions of a select few. Some residents and youth may be

excluded from local decision making and strategic planning processes, even when these decisions affect them.

Diversity of populations and ideas is increasingly important to community planning, public support and effective implementation of plans. Engaging the public, expanding the local knowledge base on public issues, and creating a local environment that encourages collaboration and innovation are critical for community leaders to be successful in today's economy and in maintaining a high quality of life.

THE U OF A DIVISION OF AGRICULTURE WILL:

- Provide leadership education for youth and adults.
- Assist local coalitions to develop and implement strategic plans.
- Work with communities and leaders to create environments that encourage innovation.
- Teach citizen involvement to enhance the vitality of Arkansas communities and regions.
- Engage diverse and under-served populations in civic involvement.
- Provide science-based information and education about public issues.

Quality of Life:

In an era of increasing mobility, quality of life is a key factor in attracting and retaining families, retirees, workers and businesses. Arkansas has an abundance of attractive natural resources and amenities. Communities often fail to take advantage of these assets.

Arkansas communities and regions can take a proactive approach to create a high quality of place and life. Quality of life includes basic services, education, health care, recreational opportunities, and financial and retail services. Successful communities build a sense of identity and leverage their unique assets, such as historical, cultural, natural or other features.

THE U OF A DIVISION OF AGRICULTURE WILL:

- Provide tools to help communities evaluate and enhance their quality-of-life assets and opportunities.
- Assist communities in quality-of-life marketing to targeted audiences.

Population Composition and Change:

The social and cultural landscape of Arkansas is being reshaped by an aging population, ethnic diversification and shifts at the rural/urban interface. Arkansas is experiencing the social and economic impact of retirement-age Baby Boomers. The rapid migration of ethnic minorities into rural areas highlights important cultural differences and needs. Challenges exist where urban and rural meet.

Changes within the agricultural community are driven by an aging farm population and a lack of farmers to succeed them, as well as an increase in women- and minority-owned farms. The Division of Agriculture is assisting individuals and communities in addressing challenges and maximizing opportunities created as populations change.

THE U OF A DIVISION OF AGRICULTURE WILL:

- Inform policymakers and community leaders of pertinent population trends.
- Deliver programs that help leaders anticipate impacts of population changes.
- Develop and deliver programs for specific population groups based on demographic changes.
- Help Arkansans understand and address opportunities and challenges of the rural/urban interface.

2. Brief description of the target audience

- Farmers Market and Agritourism
- Producers - Small, large, limited resource, retirement, and other

- Non-Farm Private Landowners
- Businesses - Industry, small, large, rural, urban, consultants, and other
- Consumers - Limited resource, families, retired, youth, middle age, and other
- Elected Officials - city, county, state, and federal
- Organizations - Civic, community, producer, consumer, nonprofit and other
- Government Personnel - Public agencies and administrators, and other
- Voters
- Research, Extension and teaching professionals
- General Public

3. How was eXtension used?

eXtension was used the EDEN program to inform our disaster preparedness efforts, as well as disaster response and recovery. Also used to inform alternative energy educational efforts.

V(E). Planned Program (Outputs)

1. Standard output measures

2012	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	42974	82916	5916	2598

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	23	2	25

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Number of educational products and materials developed or updated for print, electronic media, radio, podcasts, or display

Year	Actual
2012	780

Output #2

Output Measure

- Number of educational activities conducted related to economics and commerce

Year	Actual
2012	7014

Output #3

Output Measure

- Number of clientele attending educational activities related to economics and commerce

Year	Actual
2012	48890

Output #4

Output Measure

- Number of participants in individual and family resource management programs
Not reporting on this Output for this Annual Report

Output #5

Output Measure

- Communities - Number of federal grants and contracts submitted

Year	Actual
2012	6

Output #6

Output Measure

- Communities - Dollar amounts awarded in 1,000's of federal grants and contracts

Year	Actual
2012	550483

Output #7

Output Measure

- Communities - Number of non-federal grants and contracts submitted

Year	Actual
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2012 10

Output #8

Output Measure

- Communities - Dollar amounts awarded in 1,000's of non-federal grants and contracts

Year	Actual
2012	111750

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Number of participants who increase knowledge of Community and Economic Development
2	Number of participants who indicate a change in behavior based on what they've learned about Community and Economic Development
3	Number of jobs created or retained through educational programs (APAC)
4	Dollars of revenue generated by businesses as a result of educational programs (APAC)
5	Number of participants who increase their knowledge of individual and family resource management
6	Number of participants who increase knowledge of Agricultural Economics and Agribusiness
7	Sustainable, vibrant and globally competitive agricultural sector for Arkansas as indicated by Arkansas Cash Farm Receipts (in thousand dollars) (NASS)
8	Sustainable, vibrant and globally competitive agricultural sector for Arkansas as indicated by Arkansas Net Farm Incomes (in thousand dollars) (ERS)
9	Leadership - Number of participants who increased knowledge through leadership development programs
10	Leadership - Number of participants (youth and adults) who reported conducting programs, community service projects, adopting new skills or accepting new leadership roles as a result of leadership development educational efforts
11	Number of participants who increase knowledge of Public Policy
12	Number of Public Policy participants who indicated a change in behavior

Outcome #1

1. Outcome Measures

Number of participants who increase knowledge of Community and Economic Development

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	10962

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

According to its website, the Internal Revenue Service (IRS) "believes that all tax return preparers have an obligation to stay current on the tax laws and continuing education serves to help individuals remain current and to expand their knowledge within their field of expertise." All certified public accountants (CPAs) are required to obtain continuing education (CE) in order to keep their license up-to-date. The IRS is currently working on imposing CE requirements for Registered Tax Return Preparers. The new proposal would also include that all non-exempt paid tax return preparers must, among other requirements, pass the one-time open-book test by Dec. 31, 2013. Totals reported recently reveal that an average of less than 1 percent of paid tax preparers who need to take the Registered Tax Return Preparer test have passed it so far. There are currently almost 5,800 registered preparers in Arkansas.

What has been done

Ten Income Tax Schools were held annual at various locations around Arkansas: Harrison, Fayetteville, Fort Smith, Jonesboro, West Memphis, Texarkana, Monticello, Batesville, Hot Springs and Little Rock. Unlike other commonly offered CE, the courses are held in a classroom setting allowing for face-to-face interaction with the instructors. The courses are taught by highly qualified individuals with 90 years of combined experience. In October-December 2011, just over 350 preparers were trained. Topics included: Agricultural Issues, Ethics, Long-term Care, Estate, Individual Taxpayer's Topics, IRS Update, Arkansas update, New Legislation, Retirement, Depreciation, International Tax Issues, Partnerships, Alternative Minimum Tax, Rulings and Cases, and Small Business Tax Issues.

Results

A study by the United States General Accounting Office showed that as a result of trained tax professionals, most taxpayers believe they benefit by using a paid tax preparer. Because this is a

fee-based program, the Arkansas Cooperative Extension Service is able to provide this valuable service to tax preparers and taxpayers while at the same time covering our costs. The schools enable preparers to meet CE requirements from an approved provider, renew their license, and stay gainfully employed providing more dollars into the Arkansas economy. Satisfaction with the schools is evident, with ninety percent of participants indicating they plan to attend to course again next year. When asked, "What new information did you learn?" participants most commonly cited knowledge related to depreciation; alternative minimum tax (AMT); new laws, rules and regulations; 1099K; and preparer tax identification number (PTIN).

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
603	Market Economics
604	Marketing and Distribution Practices
605	Natural Resource and Environmental Economics
608	Community Resource Planning and Development
610	Domestic Policy Analysis
803	Sociological and Technological Change Affecting Individuals, Families, and Communities
805	Community Institutions, Health, and Social Services

Outcome #2

1. Outcome Measures

Number of participants who indicate a change in behavior based on what they've learned about Community and Economic Development

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	562

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

In many rural communities access to fresh food is limited. In addition, agricultural producers are

seeking way to expand their markets and boost their bottom line. As a result, there is increasing interest farmers' markets as a strategy to benefit farmers, consumers, and the community as a whole. For example, the need for an organized farmers' market has been a discussion in Fulton County for some time. Salem, historically, had vendors selling produce around the courthouse square but without much organization, set times, or other promotion. Fulton County's classification as a "food desert" created an opportunity to provide families access to fresh food.

What has been done

As a result of this need, the Fulton County Extension Office and their volunteer organization, Master Gardeners, sought to form a farmers' market. Extension agents and faculty met with a group of 34 potential vendors, consumers, and other interested individuals to discuss basic market start-up and potential obstacles. The Fulton County Extension Office formed a committee from those in attendance and assisted the committee in establishing a set of by-laws, obtaining a market location, seeking approval from city and county officials, and organizing a formal farmers' market.

Results

As a result of Extension's efforts, the Salem Farmers' Market was up and running within 3 months of that initial meeting. The market has since been open every Saturday morning throughout the summer, providing Fulton County vegetable and flower vendors a better market to sell their products. Additionally, it has created an opportunity for Fulton County residents to buy locally grown produce and flowers, and the market has resulted in a greater sense of community on Saturday mornings around the courthouse square and boosted the local economy during these challenging financial times. This is just one example of the results of similar efforts around the state where Arkansas Extension's educational programs have resulted in real change within our communities.

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
603	Market Economics
604	Marketing and Distribution Practices
605	Natural Resource and Environmental Economics
608	Community Resource Planning and Development
610	Domestic Policy Analysis
803	Sociological and Technological Change Affecting Individuals, Families, and Communities
805	Community Institutions, Health, and Social Services

Outcome #3

1. Outcome Measures

Number of jobs created or retained through educational programs (APAC)

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	890

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
601	Economics of Agricultural Production and Farm Management
602	Business Management, Finance, and Taxation
604	Marketing and Distribution Practices
605	Natural Resource and Environmental Economics
608	Community Resource Planning and Development

Outcome #4

1. Outcome Measures

Dollars of revenue generated by businesses as a result of educational programs (APAC)

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	44512139

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Government entities need qualified companies from which to purchase goods and services. Arkansas ranks near the bottom in many economic indicators, including 45th in per capital income (Bureau of Business & Economic Research, UNM, 2012). The Arkansas Procurement Assistance Center (APAC) is funded in part through a cooperative agreement from the Department of Defense (DOD) through a program administered by the Defense Logistics Agency (DLA). The purpose of the program is to generate employment and to improve the economy of Arkansas by assisting business firms in obtaining and performing under federal, state and local government contracts.

What has been done

APAC provides training and technical assistance to businesses on topics such as how to research and bid on contracts, registration requirements, and pre- and post-contracting issues. This is accomplished primarily through training workshops, individual consultations, and a regular newsletter. APAC also provides an automatic bid-match notification service to help alert businesses of potential contracting opportunities. In July 2012, APAC completed a consolidation of resources from two offices to one to leverage Arkansas Cooperative Extension Service resources more efficiently and better serve clientele statewide. In addition, staff have made a concerted effort to re-connect with inactive clients.

Results

In Program Year 2011 - 2012, APAC clients were awarded over \$44.5 million in government contracts. For every dollar that it cost to provide APAC services under the Cooperative Agreement there was \$103 in revenue generated in the state of Arkansas as a result of clients being awarded government contracts. APAC clients are finding value in the services bring provided. According to one client who was recently awarded a Food and Drug Administration Contract to conduct team building, coaching and mentoring training, "this is my first Federal Government Contract - all our other work has been either private or as a subcontractor to a prime. This has opened some doors - we have been asked to partner with a group in Washington, D.C. and they asked us for past performance evaluations. For the first time I have an evaluation from a federal agency - Hoo Ray!" APAC helped her with her bid preparation and when she was asked for best and final proposal, she won the award by less than \$100.

4. Associated Knowledge Areas

KA Code	Knowledge Area
601	Economics of Agricultural Production and Farm Management
602	Business Management, Finance, and Taxation
604	Marketing and Distribution Practices
605	Natural Resource and Environmental Economics

608 Community Resource Planning and Development

Outcome #5

1. Outcome Measures

Number of participants who increase their knowledge of individual and family resource management

Not Reporting on this Outcome Measure

Outcome #6

1. Outcome Measures

Number of participants who increase knowledge of Agricultural Economics and Agribusiness

Not Reporting on this Outcome Measure

Outcome #7

1. Outcome Measures

Sustainable, vibrant and globally competitive agricultural sector for Arkansas as indicated by Arkansas Cash Farm Receipts (in thousand dollars) (NASS)

Not Reporting on this Outcome Measure

Outcome #8

1. Outcome Measures

Sustainable, vibrant and globally competitive agricultural sector for Arkansas as indicated by Arkansas Net Farm Incomes (in thousand dollars) (ERS)

Not Reporting on this Outcome Measure

Outcome #9

1. Outcome Measures

Leadership - Number of participants who increased knowledge through leadership development programs

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	3266

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

This single county case study represents the potential found in local leadership development across Arkansas:

Youth of today are our leaders of tomorrow, but for teens in Bradley County, leadership opportunities can be limited due to the lack of youth organizations. Bradley County has a potential youth audience of approximately 660 between the ages of 14-19. Many of these youth live in rural areas with little or no leadership opportunities outside of 4-H.

What has been done

Bradley County provides youth with many opportunities to develop their leadership skills. There are several clubs such as Teen Leader, Shooting Sports, Livestock, Horse, and Forestry Clubs that provide these opportunities as well as judging teams. An increased number of youth attended camps and national meetings. There was also an increase in participation in competitive activities at the county, district, state, and national levels. Because the county program depends solely on club fundraising, several fundraisers were conducted, as well as community service projects.

Results

- Funding secured (grants, fund raising, premium earnings, scholarships): \$16,842.00
- 74 youth learned how to wisely budget the secured funding
- 74 youth learned to organize and implement community service projects
- 74 youth learned how to conduct business meetings using parliamentary procedures
- 8 community service projects were completed
- 16 youth learned how to make effective presentations

4. Associated Knowledge Areas

KA Code	Knowledge Area
803	Sociological and Technological Change Affecting Individuals, Families, and Communities
806	Youth Development

Outcome #10

1. Outcome Measures

Leadership - Number of participants (youth and adults) who reported conducting programs, community service projects, adopting new skills or accepting new leadership roles as a result of leadership development educational efforts

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	2004

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

This single county case study represents the potential found in local leadership development across Arkansas:

Leadership is a life skill that is hard for everyone to learn in school. Many young people do not see themselves capable of being a leader due to shyness, lack of self confidence, or just by not being in the "right crowd." Tufts University Research Study shows that 4-H youth are two times more likely to actively contribute to their communities.

What has been done

Benton County Teen Leader Club's strive to teach leadership life skills including goal setting, accepting responsibility, teamwork and cooperation, communication, character, and marketable skills. During the year, members plan, conduct and evaluate summer county camps; teach workshops; preside at county 4-H functions; and attend leadership training. Twenty Teen Leader meetings were conducted to teach leadership skills. Teen Leaders planned, conducted, and evaluated three camps for 155 youth. Thirty-five Teen Leaders taught project workshops to 109 youth.

Results

Three Teen Leaders served as 2011-12 State Officers, including State President. One was elected as a 2012-13 State Officer. Ten Teen Leaders volunteered to be State Camp Counselors. Out of the seven graduating senior Teen Leaders, all seven received scholarships and attended college. Of these, all were involved in school sponsored organizations during their freshman year of college and six of those were holding at least one leadership role in student organizations and/or student government their very first semester.

4. Associated Knowledge Areas

KA Code	Knowledge Area
803	Sociological and Technological Change Affecting Individuals, Families, and Communities
806	Youth Development

Outcome #11

1. Outcome Measures

Number of participants who increase knowledge of Public Policy

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	4433

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Ballot issues are full of legal terms unknown to many of Arkansas' 1.6 million voters. The Center simplifies the language in a non partisan way and trains county agents to share potential impacts of ballot issues with voters so they can be more confident in their decisions.

What has been done

More than 20,000 copies of three ballot issue fact sheets were distributed in 2012, and versions in English and Spanish were posted online and shared on Facebook. The Center started a newsletter, which is sent to county agents and another 150 subscribers who want to be updated on ballot issues. We reached more than 500 people with presentations based on the fact sheets. We also trained 49 county agents to give similar presentations, especially in low voter turnout counties, or to answer voter questions.

Results

Thousands of Arkansans had access to research-based information on the ballot issues, something that is not readily provided elsewhere in the state.

The Secretary of State's Office referred voters to our website for ballot issue education. Newspapers with a combined circulation of more than 200,000 subscribers printed election news stories citing our fact sheets and AETN aired our ballot program four times to an estimated 40,000 viewers. County agents reported positive feedback from residents, who indicated they better understood the ballot issues.

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
610	Domestic Policy Analysis

Outcome #12

1. Outcome Measures

Number of Public Policy participants who indicated a change in behavior

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	1677

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
610	Domestic Policy Analysis

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Competing Programmatic Challenges
- Populations changes (immigration, new cultural groupings, etc.)
- Other (Interstate Policy Issues)

Brief Explanation

While external factors in some instances delayed outcomes, all were met.

V(I). Planned Program (Evaluation Studies)

Evaluation Results

One of the systematic measures that we use to determine program impacts and the needs of the communities we serve is the data that informs individual county profiles. The state "Rural Profile" and economic trend data (available in ten year increments) are also valuable for community assessment. The data is used to interpret the economic circumstance of individual counties and communities. Trend data informs local leadership with regard to factors influencing the economic health of local government. It also informs Extension efforts to provide public policy guidance and choice in alternative policy tools.

Key Items of Evaluation

Drought and Disaster Economic Impact Assessment
Jobs Created and Contract Dollars Produced (related to government contracting)
Individual Goals Achieved by Leadership Development Participants