

V(A). Planned Program (Summary)

Program # 4

1. Name of the Planned Program

Social and Economic Opportunity

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
131	Alternative Uses of Land	0%	0%	7%	0%
601	Economics of Agricultural Production and Farm Management	0%	91%	13%	0%
602	Business Management, Finance, and Taxation	9%	1%	13%	0%
603	Market Economics	0%	0%	15%	0%
604	Marketing and Distribution Practices	25%	0%	9%	100%
605	Natural Resource and Environmental Economics	0%	0%	9%	0%
606	International Trade and Development	0%	0%	10%	0%
607	Consumer Economics	0%	8%	6%	0%
608	Community Resource Planning and Development	65%	0%	16%	0%
610	Domestic Policy Analysis	1%	0%	2%	0%
	Total	100%	100%	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	25.0	2.5	3.5	4.0
Actual Paid Professional	28.0	0.7	9.0	1.6
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
428486	277702	571901	137943
1862 Matching	1890 Matching	1862 Matching	1890 Matching
456147	234680	1693485	25035
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

- Delivery of educational programming and workshops on topics such as understanding community dynamics, asset analysis, business planning, marketing and hospitality management
- Efforts to educate producers about marketing and adding value to Kentucky Agricultural products including MarketMaker, Agritourism, Farmers Markets, Kentucky Proud Campaign, specialty livestock markets and marketing programs, Kentucky Entrepreneurial Institute, etc.
- Formation of nontraditional advisory councils in the areas of community and economic development, tourism, agritourism, and arts where appropriate need and resources are identified
- Research projects including estimating how changing agricultural trade policies and macroeconomic conditions influence U.S. agricultural exports, an assessment of the economic impact of the equine industry in Kentucky, and urban vs. rural food access and cost, and the creation of consumer demand and market valuation models for the produce sector
- The Family Economics and Management Program will focus on Earned Income Credit and Tax Credit opportunities for Kentucky Families. Youth entrepreneurship education Entrepreneurial development and outreach to educate local officials and leaders on the importance of planning for economic development

KSU has research projects focusing on aquaculture and livestock integrated into a farm analysis for limited resource farmers and documenting oral histories of black farmers in Kentucky.

2. Brief description of the target audience

- county extension agents
- Kentucky crop, livestock, produce producers
- entrepreneurs
- agritourism providers
- active and potential community leaders
- 4-H members
- scientific community
- High school students, teachers, and counselors

Locally elected and appointed officials

3. How was eXtension used?

Materials available via eXtension were used to enhance programming; clientele are made aware of eXtension as a resource

V(E). Planned Program (Outputs)

1. Standard output measures

2012	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	335759	100160	96560	355113

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	9	9

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Published research journal articles

Year	Actual
2012	9

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Number of people involved in addressing significant community issues.
2	Number of ongoing coalitions with which extension is actively involved.
3	Number of people who are ready to enter the workforce.
4	Number of individuals reporting changes in knowledge, opinions, skills or aspirations related to economic or enterprise development.

Outcome #1

1. Outcome Measures

Number of people involved in addressing significant community issues.

2. Associated Institution Types

- 1862 Extension
- 1890 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	35893

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Communities need a consistent, ongoing source of leadership development for local volunteers who are in need of acquiring the skills to be effective change agents. At any given time, a community is in need of someone willing to take a stand on issues, but many don't have enough individuals who have the wherewithal to serve in that capacity. In many counties, Extension has filled this void by providing training to our county staff, who in turn, meet the needs of volunteer leaders.

What has been done

A total of 130 County FCS Extension Agents demonstrated enhanced leadership development skills through professional development in-service education utilizing the new Kentucky Extension Leadership Development (KELD) curriculum's Personal Development curriculum content. The new curriculum, developed by a multidisciplinary team of specialists and agents, provides agent competencies for county and area leadership development learning activities.

Results

Agents put into practice what they learned by conducting leadership seminars for volunteers. Four sessions were conducted as part of the Kentucky Extension Homemaker's State Meeting to introduce the content and its applicability to county leadership development workshops. The curriculum's first section features ten personal leadership development content topics and an accompanying facilitator guide for each program area (FCS, ANR & 4-H) with accompanying visuals. Over 60 Extension volunteers throughout one particular district demonstrated learning skills, group communications and the psychology of motivation through leadership workshop sessions. These skills are now being utilized as the volunteers serve Extension and a host of

additional agencies and organizations.

4. Associated Knowledge Areas

KA Code	Knowledge Area
131	Alternative Uses of Land
604	Marketing and Distribution Practices
608	Community Resource Planning and Development

Outcome #2

1. Outcome Measures

Number of ongoing coalitions with which extension is actively involved.

2. Associated Institution Types

- 1862 Extension
- 1890 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	2674

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Forest Industry programming and requests for assistance have dropped dramatically during the past several years due to the impact of the recession on the hardwood lumber markets and the supplying mills. By some estimates, approximately 35-50% of the hardwood sawmills in the state have temporarily or permanently ceased production. Small entrepreneurs and sawmills that have connections to the railroad tie industry have managed to survive and even to grow in some cases, but in general the primary wood industry is having a difficult time. More businesses and producers are looking to Extension to form partnerships .

What has been done

The UK Forestry department continues to work with the Railway Tie Association. A forestry specialists served as one of two principal instructors for the Railway Tie Grading Short Course. This is an important course; according to US Census statistics, railroad ties have been the third largest user of wood in the U.S. during this recessionary period (tied with cabinets in terms of the volume of hardwood consumed). The course is held at a different location each year to attract attendees from all over North America. Most of the attendees are from the U.S., but it is not

uncommon for people to attend from Canada or Mexico.

Results

In addition to being nationally recognized for service in the forestry industry, the department's work is also a highly visible way to recruit students. This year marked the founding of the Central Kentucky Wood Producers Association, which was organized to facilitate training, networking, and friendly interaction among small-scale wood products producers similar to what is common among some of the large-scale hardwood lumber and moulding producers. The organization contains a diverse group of members including those with several small hardwood sawmills (with and without dry kilns), a cedar sawmill, building restoration specialist, artists, custom cabinet makers and loggers.

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
606	International Trade and Development
607	Consumer Economics
608	Community Resource Planning and Development

Outcome #3

1. Outcome Measures

Number of people who are ready to enter the workforce.

2. Associated Institution Types

- 1862 Extension
- 1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	8425

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

There is a need to educate all citizens about the importance of preparing for a rewarding career. Youth need this exposure at an early age. However, there is not only the need to teach them how to acquire skills for certain jobs, but to also have a solid understanding of how to start a business.

What has been done

E-Discovery Challenge is a UK Extension initiative funded by the Appalachian Regional Commission to help encourage entrepreneurship in 32 economically distressed Kentucky communities. The focus was to train middle school teachers to integrate entrepreneurship into their classroom and to help students launch new businesses. KSU also offered Starting Your Online Business to address what to sell, pricing, marketing strategies, inventory, what you cannot sell over their internet, PayPal, fees of doing business, and steps to starting a business, and how to make your business stand out.

Results

About 100 teachers took part in the E-Discovery Challenge program. In turn, they worked with 2,074 students to launch 507 new businesses that sold products and services. Seed money was furnished to students and over 95% was returned to the schools to help students launch more businesses during the school year- a sign that the program is sustainable and will continue after the grant expires. E-Discovery Challenge is part of the Kentucky Entrepreneurial Coaches Institute, a unique leadership program which strengthens the entrepreneurial culture in rural areas.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #4

1. Outcome Measures

Number of individuals reporting changes in knowledge, opinions, skills or aspirations related to economic or enterprise development.

2. Associated Institution Types

- 1862 Extension
- 1890 Extension
- 1862 Research

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	34033

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

During the period of economic recession and in the continued slow recovery, Kentucky consistently lagged behind other areas of the United States in household economic indicators, including personal income, population living below the poverty line, and unemployment rates. Many individuals, families, and households were unprepared to manage the rapidly changing economic conditions. Many household financial strategies employed prior to the recession most likely made them more vulnerable during the period of economic crisis. This was an opportunity to empower citizens through entrepreneurship.

What has been done

The Kentucky Entrepreneurial Coaches Institute has trained over 80 grass-roots leaders this past year in entrepreneurial coaching and provided a context for coaching and efforts to build an entrepreneurial culture.

Results

Based on written feedback, 60 full-time jobs and 26 part-time jobs have been created as a result of the coaching process. In addition, there have been several dozen business start-ups that have not led to hiring at this point. Some businesses have increased sales without additional hires. While there is indication that sales have increased. Also, KSU Small Farm Program and 2501 Project help increase net farm income and product diversification of small farms.

4. Associated Knowledge Areas

KA Code	Knowledge Area
601	Economics of Agricultural Production and Farm Management
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

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

Brief Explanation

V(I). Planned Program (Evaluation Studies)

Evaluation Results

See outcomes 1-4

Key Items of Evaluation

Follow-up interviews, survey