

V(A). Planned Program (Summary)

Program # 6

1. Name of the Planned Program

Sustainable Community & Economic 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
602	Business Management, Finance, and Taxation	25%			
604	Marketing and Distribution Practices	20%			
607	Consumer Economics	15%			
608	Community Resource Planning and Development	15%			
801	Individual and Family Resource Management	20%			
805	Community Institutions, Health, and Social Services	5%			
	Total	100%			

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

Year: 2012	Extension		Research	
	1862	1890	1862	1890
Plan	11.5	0.0	0.0	0.0
Actual Paid Professional	6.4	0.0	0.0	0.0
Actual Volunteer	33.0	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
176071	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
955548	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
97293	0	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

- .. Create Connecting Kids to e-Commerce Curriculum
- .. General activities in support of Sustainable Community and Economic Development (Direct; Club, Conference, Program, Consultation, Scholarship, or Training)
- .. General activities in support of Sustainable Community and Economic Development (Indirect; Applied Research, Media, Internet, Publication, Resulting from Training)
- .. Personal and Family Resource Management Education (Direct; Club, Conference, Program, Consultation, Scholarship, or Training)
- .. Personal and Family Resource Management Education (Indirect; Applied Research, Media, Internet, Publication, Resulting from Training)
- .. Resource Development and Management for Sustainable Communities (Direct; Club, Conference, Program, Consultation, Scholarship, or Training)
- .. Resource Development and Management for Sustainable Communities (Indirect; Applied Research, Media, Internet, Publication, Resulting from Training)
- .. Small and Home Based Business Management Education (Direct; Club, Conference, Program, Consultation, Scholarship, or Training)
- .. Small and Home Based Business Management Education (Indirect; Applied Research, Media, Internet, Publication, Resulting from Training)
- .. Tourism Economic Development Education (Direct; Club, Conference, Program, Consultation, Scholarship, or Training)

2. Brief description of the target audience

- .. 4-H Youth (Youth)
- .. Agricultural Producers (Adult)
- .. Business Assist Organization Staff (Adult)
- .. Community Leaders (Adult)
- .. Extension - staff (Adult)
- .. Extension Staff (Adult)
- .. Families (Adult)
- .. General Public (Adult)
- .. General Public (Youth)
- .. Maple Producers (Adult)
- .. Small or Home-Based Business Owners - Current (Adult)

- .. Small or Home-Based Business Owners - Potential (Adult)
- .. Teachers (Adult)
- .. Volunteers (Adult)

3. How was eXtension used?

eXtension was not used in this program

V(E). Planned Program (Outputs)

1. Standard output measures

2012	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	4432	1931	90	0

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

- Direct; Club, Conference, Program, Consultation, Scholarship, or Training

Year	Actual
2012	556

Output #2

Output Measure

- Indirect; Applied Research, Media, Internet, Publication, Resulting from Training

Year	Actual
2012	102

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Adopt sound business management practices
2	Increase profitability
3	Create jobs
4	Increase career aspirations and goal setting
5	Assess community needs and assets
6	Adopt effective community strategies
7	Mobilize community capacities, assets or resources
8	Demonstrate application of leadership skills
9	Assess current and projected impacts of climate change and adopt effective strategies to respond to and mitigate such change
10	Develop and assess a financial plan for managing household resources
11	Adopt a sustainable household budget
12	Make informed financial decisions
13	Model positive financial management behaviors to others
14	Engage positively in their community
15	Train, support and mentor others in leadership roles
16	Demonstrate leadership skills
17	Demonstrate application of life skills

18	Contribute to the viability of the Maine economy
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Outcome #1

1. Outcome Measures

Adopt sound business management practices

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	950

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

Outcome #2

1. Outcome Measures

Increase profitability

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	483

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Pricing for Profit: There are nearly 134,000 micro-businesses operating in Maine. Micro-businesses, defined as those employing fewer than five employees, generate over \$7.8 billion to Maine's economy each year and are responsible for 172,000 jobs. Well-managed businesses are much more likely to succeed over the long term, and pricing structure is a critical element of good management. Business owners need help to understand how to develop a profitable pricing strategy.

What has been done

UMaine Extension delivers workshops across Maine on how to price for profit and why it's important, with a focus on micro-businesses in all sectors. This year approximately sixty entrepreneurs representing the agriculture, technology, arts, and education business sectors attended. Participants learned key elements of pricing, pricing models, price elasticity of demand, and cost analysis.

Results

Evaluations show that participants learned how to determine a profitable price for their products and services using specific methods and market information. All indicated that they plan to adopt the new pricing techniques and several indicated that they had already revised their pricing strategies and increased their profitability. Data collected from evaluations of our business management workshops over the past 23 years show that the majority of participants do put their intentions into action.

Assuming that these sixty participants were to implement a more effective pricing strategy that resulted in a minimum of five percent improvement in profitability, it would equate to more than \$120,000 in increased profits.

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation

Outcome #3

1. Outcome Measures

Create jobs

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	46

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

Outcome #4

1. Outcome Measures

Increase career aspirations and goal setting

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	82

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
801	Individual and Family Resource Management
805	Community Institutions, Health, and Social Services

Outcome #5

1. Outcome Measures

Assess community needs and assets

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	301

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
805	Community Institutions, Health, and Social Services

Outcome #6

1. Outcome Measures

Adopt effective community strategies

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	301

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
805	Community Institutions, Health, and Social Services

Outcome #7

1. Outcome Measures

Mobilize community capacities, assets or resources

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	373

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 #8

1. Outcome Measures

Demonstrate application of leadership skills

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	3381

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
608	Community Resource Planning and Development
801	Individual and Family Resource Management
805	Community Institutions, Health, and Social Services

Outcome #9

1. Outcome Measures

Assess current and projected impacts of climate change and adopt effective strategies to respond to and mitigate such change

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	74

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
607	Consumer Economics
608	Community Resource Planning and Development
805	Community Institutions, Health, and Social Services

Outcome #10

1. Outcome Measures

Develop and assess a financial plan for managing household resources

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	275

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
607	Consumer Economics

801 Individual and Family Resource Management

Outcome #11

1. Outcome Measures

Adopt a sustainable household budget

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	275

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
607	Consumer Economics
801	Individual and Family Resource Management

Outcome #12

1. Outcome Measures

Make informed financial decisions

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	62

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
607	Consumer Economics
801	Individual and Family Resource Management

Outcome #13

1. Outcome Measures

Model positive financial management behaviors to others

Not Reporting on this Outcome Measure

Outcome #14

1. Outcome Measures

Engage positively in their community

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	390

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
604	Marketing and Distribution Practices
607	Consumer Economics
608	Community Resource Planning and Development
801	Individual and Family Resource Management
805	Community Institutions, Health, and Social Services

Outcome #15

1. Outcome Measures

Train, support and mentor others in leadership roles

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	35

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
608	Community Resource Planning and Development
801	Individual and Family Resource Management
805	Community Institutions, Health, and Social Services

Outcome #16

1. Outcome Measures

Demonstrate leadership skills

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	255

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
608	Community Resource Planning and Development
805	Community Institutions, Health, and Social Services

Outcome #17

1. Outcome Measures

Demonstrate application of life skills

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	67

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
801	Individual and Family Resource Management
805	Community Institutions, Health, and Social Services

Outcome #18

1. Outcome Measures

Contribute to the viability of the Maine economy

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	1

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Healthy Moose and the Maine Economy: The iconic Maine moose is an important economic resource in Maine that helps drive the tourism and hunting industries. Few studies of infectious disease in moose have been conducted, even though losses occur annually. Nearby states have seen declines in moose populations recently, thought to be associated with disease.

What has been done

Since 2010, UMaine Extension has worked with the Maine Department of Inland Fish and Wildlife (IFW) to help diagnose the causes of premature death in Maine moose. To further improve cross-border information sharing, UMaine Extension has joined a new wildlife disease diagnostic network with Tufts University, the University of New Hampshire, the University of Connecticut, and Cornell University.

Results

Wildlife watching and hunting in Maine are estimated to generate \$1.8 billion annually, and moose play an important part in both. Saving even 10 percent of the moose population by diagnosing and preventing internal parasites helps maintain the value of the tourism and hunting industry in Maine. Through necropsies our animal health lab discovered large numbers of lungworms, initiating a research project of lungworm morphology and associated DNA. We identified specific practices to help reduce the risk of lungworms and have worked with both the IFW and the Maine Center for Disease Control to help inform the public about health concerns when in close contact with wildlife. Results were presented at a regional meeting of moose biologists, and a national conference.

4. Associated Knowledge Areas

KA Code **Knowledge Area**
607 Consumer Economics

V(H). Planned Program (External Factors)

External factors which affected outcomes

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

Brief Explanation

{No Data Entered}

V(I). Planned Program (Evaluation Studies)

Evaluation Results

Evaluation initiatives measured behavioral changes that contribute to sustainable community and economic development in Maine. Methods included:

- .. Pre-, post- and retrospective activity assessments
- .. Surveys
- .. Observations
- .. Case Studies

Key Items of Evaluation