

V(A). Planned Program (Summary)

Program # 14

1. Name of the Planned Program

Enterprise 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
403	Waste Disposal, Recycling, and Reuse	0%		25%	
511	New and Improved Non-Food Products and Processes	0%		25%	
608	Community Resource Planning and Development	25%		0%	
609	Economic Theory and Methods	25%		0%	
803	Sociological and Technological Change Affecting Individuals, Families, and Communities	25%		30%	
805	Community Institutions, Health, and Social Services	25%		20%	
	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	8.0	0.0	0.3	0.0
Actual Paid Professional	19.3	0.0	1.4	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
518288	0	2156	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
518288	0	79185	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	173558	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

Extension will assist local communities in conducting the following activities:

- Development of demographic, economic, and fiscal profiles
- Development of economic analyses (e.g., feasibility, impact, export-base, business plans, commuting, trade, shift share, location quotients)
 - Providing technical assistance and holding community forums
 - Taking strategic planning surveys (e.g., market assessment, customer satisfaction, hospitality, health).
 - Developing market strategies
 - Conducting strategic planning workshops
 - Publishing a directory of local services
 - Developing quantitative profiles of health organizations
 - Conducting feasibility studies
 - Producing gap analyses
 - Promoting coalition building trainings
 - Conducting tourism development workshops
 - Providing customer service/hospitality trainings
 - Conducting leadership development workshops
 - Providing technical assistance to counties and municipalities in such areas as general management, financial administration, personnel administration, leadership development, economic development, community facilities and services, and solid waste management.

2. Brief description of the target audience

The target audience for this program consists of local communities and their leaders.

3. How was eXtension used?

The resources provided through eXtension were used to supplement and enhance our public learning experiences provided by MSU Extension agents and specialists. eXtension was also used as a resource in state-based planning processes. Overall, 212 MSU employees are eXtension users, with 15 new registrations during this reporting period. Further, MSU Extension has 64 employees that serve on one or more of the 72 Communities of Practice (COPs); MSU Extension employees are member of 33

COPs. Twelve MSU Extension employees serve as a leader for a COP, leading 9 COPs. Several MSU faculty members serve on the Entrepreneurs and Their Communities COP.

V(E). Planned Program (Outputs)

1. Standard output measures

2012	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	74011	130548	0	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	1	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Number of clientele attending workshops, seminars, and short courses.

Year	Actual
2012	34093

Output #2

Output Measure

- Number of communities requesting economic analyses.

Year	Actual
2012	8

Output #3

Output Measure

- Number of communities participating in community health improvement activities.

Year	Actual
2012	56

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Number of community leaders improving knowledge and skills.
2	Number of participants implementing strategies to improve public decision-making and/or increase civic engagement.
3	Number of local government officials obtaining required certifications.
4	Number of local communities adopting recommended strategies to improve their local economy.
5	Number of local communities adopting recommended strategies to improve health services.
6	Number of communities implementing strategies for improvement, development, and/or marketing of tourist attractions.
7	Number of local communities improving their health services.
8	Number of communities reporting increased levels of tourist activity.
9	Number of communities reporting an increase in local broadband adoption and use.

Outcome #1

1. Outcome Measures

Number of community leaders improving knowledge and skills.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	6819

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The Geospatial Education and Outreach (GEO) Project has delivered hundreds of professional workshops on geographic information systems (GIS) to Mississippians since 2006. GIS has been implemented in local and state government agencies, such as tax assessors, law enforcement, transportation, planning, forestry, agriculture and emergency management. The GIS workshops have also been instrumental in the retention and expansion of geospatial industries in MS, especially at NASA's John C. Stennis Space Center.

What has been done

The 2 and 3 day workshops were written by the world's largest developer of GIS software, ESRI Inc. The workshops are typically offered only by ESRI personnel. However, the members of the GEO Project team were certified by ESRI to teach several of their workshops only after proven extensive experience and examinations. Over the past several years the GEO Project has received regional and national recognition for advancing the use and adoption of GIS by the people of MS.

Results

The cost of the workshops, if taken from ESRI personnel, is \$1,010 for 2-day workshops and \$1,515 for 3-day workshops. Add travel, lodging and per diem to attend the ESRI workshops in cities such as San Antonio, Charlotte and Redlands (California) and the total cost for a workshop participant can easily reach \$3,000 to \$3,500. The GEO Project offers the courses to employees of MS's local and state government agencies at no-cost to the participants. All other attendees pay only for the workshop materials. The GEO Project receives funding from various external sources to be able to deliver the workshops throughout the state, eliminating travel expenses for workshop participants.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development
609	Economic Theory and Methods
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 implementing strategies to improve public decision-making and/or increase civic engagement.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	5455

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

In preparation for deployment to Afghanistan, the MS National Guard contacted MSU Extension about providing education and technical assistance training to soldiers on agriculture, community development, and food preparation. The training was to help the soldiers help the Afghan Government to grow and feed its people by building capacity within and among regions in the country.

What has been done

Extension specialists and researchers delivered a six-day Agricultural Development program that was educational, hands-on, technical, and applied to help the soldiers promote the long-term viability of regions across the Afghan landscape. The training explored strategies that added value to the important agricultural base of the country. Beyond in-class work were practical examples and field trips to MSU labs and demonstration facilities that introduced the soldiers to information and skills to support their outreach education activities.

Results

Results: 1) Provided insight on economic and agricultural development strategies that may boost the long-term economic vitality of Afghanistan; 2) Taught educational programs/training activities, information, technical assistance that respond to high priority agricultural development needs; 3) Delivered science-based information on agriculture and rural development; 4) Delivered agricultural training programs that enhance public policy activities; 5) Improved evaluation and decision making on benefits and costs associated with development projects to help improve the use of international financial resources; and 6) Strengthened/expanded pool of local leaders willing to take an active part in guiding the blueprint of their country.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development
609	Economic Theory and Methods
803	Sociological and Technological Change Affecting Individuals, Families, and Communities
805	Community Institutions, Health, and Social Services

Outcome #3

1. Outcome Measures

Number of local government officials obtaining required certifications.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	2231

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

To ensure citizens of Mississippi receive effective services from their state and local governments, MSU Extension's Center for Government and Community Development (GCD) offers certification programs for board attorneys, chancery clerks, county supervisors, drinking water programs, emergency management/homeland security, municipal clerks, and tax assessors/collectors.

What has been done

GCD staff design and deliver educational programs, training activities, information, and technical assistance in response to high priority economic and community development needs of MS communities and citizens. Participants are local government leaders, community-based organizations, state and local agencies, and business enterprises. GCD also provides high quality, science-based information on economic and community development topics through newsletters, web sites, trade magazines, and special reports.

Results

GCD activities help the university build strong partnerships with agencies, institutions, organizations, and foundations that have a shared commitment to strengthening the well-being of Mississippi communities and the work of local government officials. The purpose of all the certification programs offered through the GCD is to allow locally elected and appointed officials to gain greater expertise and professionalism. In the 2012 reporting period, 2,231 local government officials obtained required certifications that will enhance the services provided to Mississippi citizens.

4. Associated Knowledge Areas

KA Code	Knowledge Area
805	Community Institutions, Health, and Social Services

Outcome #4

1. Outcome Measures

Number of local communities adopting recommended strategies to improve their local economy.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	10

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Economic development depends in part on cooperation and leadership at the local level among leaders who allocate scarce resources. Therefore, knowledge of economic development and leadership training play a critical role in preparing local leaders to manage resources at the local level to make wise decisions about resource usage and investment decisions.

What has been done

The Department of Agricultural Economics community development faculty have partnered with the MSU Center for Government and Community Development to build a leadership/economic development educational program for county supervisors. Lead Mississippi teaches such principles of leadership as trust development and business ethics combined with economic development principles including understanding a local economy, the economics of recruiting industry, and how to build regional alliances with similar counties to promote job opportunities.

Results

Lead Mississippi has been favorably received by the pilot group of county supervisors thus far. They have repeatedly called for greater assistance from Extension in the area of economic development and are encouraged by the steps taken to create Lead Mississippi. Improving the functioning of local governments and improving local economies will be the most significant impacts of this program. Lead Mississippi will be made available to all 82 counties in the state.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development
609	Economic Theory and Methods

Outcome #5

1. Outcome Measures

Number of local communities adopting recommended strategies to improve health services.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	17

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Public water system boards were not managing systems in a sustainable manner. MS legislature mandated that boards of all association boards and small municipalities undergo 8 hours of management training.

What has been done

MSU Extension developed specialized curricula and training materials for trainers and participants designed to satisfy the course requirement. MSU Extension also tracks all persons who have undergone certification training.

Results

Average capacity assessment score of water systems has increased significantly (from 3.19/5.00 in 2002 to 4.01/5.00 in 2011). Furthermore, the number of systems scoring 3.00/5.00 or below (the primary indicator of high capacity) has declined from 512 in 2002 to 224 in 2011.

4. Associated Knowledge Areas

KA Code	Knowledge Area
805	Community Institutions, Health, and Social Services

Outcome #6

1. Outcome Measures

Number of communities implementing strategies for improvement, development, and/or marketing of tourist attractions.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	25

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The number of families able to stay on farms has decreased significantly. New models of increasing profits for farmers include opening farms to the public. Agritourism is a potential solution for farmers who desire to keep the agricultural heritage of a place within the family, increase profitability of the farm, and to provide the public an educational opportunity to learn about the food supply.

What has been done

MSU Extension led the (re)formation of the Mississippi Agritourism Steering Committee which was made up of representatives from public service agencies engaged in some aspect of

agritourism to assess the needs of operators and visitors and marketing organizations.

Results

Through the efforts of the Mississippi Agritourism Steering Committee, the registration process for coverage under the new Limited Liability Law was decided and a plan was devised for alerting operators of the new law and the benefits of registering their operation. Agritourism is the fastest growing sector in the tourism industry, valued at \$150 million in the US and \$3.5 million in MS. While the number of farms decreased 17% between 2002 and 2007, agritourism revenues increased almost 130%. Increasingly, urbanites are looking for ways to experience the outdoors. Agricultural producers continue to adapt to changing economic realities and many find that devoting a small portion of acreage to agritourism efforts is a relatively profitable way to use their land.

4. Associated Knowledge Areas

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

Outcome #7

1. Outcome Measures

Number of local communities improving their health services.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	20

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Mississippi has the second to lowest number of physicians per capita in the nation. Clearly, this limits access to care for the state's citizens and contributes to many of the negative health status indicators plaguing the state. Mississippi is within the top three in the nation in rates of heart disease mortality, cancer mortality, and incidence of adult diabetes. The bottom line in Mississippi is easy to read -- more people, per capita, develop potentially fatal diseases than

elsewhere in the country and when they do it is more difficult for them to secure the care they need. We need to begin a pipeline of future medical providers.

What has been done

In response to this concern, MSU Extension developed and directs the Rural Medical Scholars (RMS) program. The objective of the program is to "grow local docs" for the state by identifying talented and interested high school students and exposing them to academics and experiences relevant to the life of a family medicine physician. During the program, the Scholars enroll in two pre-medicine courses, "shadow" local physicians, and participate in a variety of activities related to rural physicians.

Results

Previous Scholars have started to arrive at the point in their academic careers when medical school is becoming a reality. To date, 275 students have completed the program. Students have come from 59 of 82 counties and included 63% females, 37% males, and 22% minorities. Approximately 72% pursued a health-related career, 32 went to medical school, and 18 have graduated and are practicing physicians today. Of the 18 practicing physicians, 12 are practicing within MS and 12 are in primary care private practice or residency programs. Others are in nursing, pharmacy, counseling, dentistry, physical or occupational therapy, and medical research. A recent study has shown that the addition of one physician to a typical MS county results in an increased economic output of \$2 million.

4. Associated Knowledge Areas

KA Code	Knowledge Area
805	Community Institutions, Health, and Social Services

Outcome #8

1. Outcome Measures

Number of communities reporting increased levels of tourist activity.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	2

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The October-fest Festival has been held annually in Cleveland, Mississippi since 1977 and is one of the most recognized attractions in Bolivar County. For the first time in its 25-year history, the October-fest Festival Planning Committee, Delta State University, and MSU collected data via a survey on visitor spending and vendor sales during the one and half-day event in 2012. The survey broke down spending and sales into lodging, food and beverages, general merchandise, gasoline, and miscellaneous retail spending.

What has been done

The one and half-day event drew an estimated 18,000 visitors according to some observers. MSU Extension used selected results from the survey to estimate the total spending by festival participants and conduct an economic impact analysis of October-fest in Bolivar County. The IMPLAN Input-Output model of economic impact was used to estimate secondary impacts of spending by visitors on households, industries, and governmental organizations in Bolivar County.

Results

The results suggested that October-fest contributed positively to the economy of Bolivar County. The primary economic benefit arose from spending by visitors with October-fest vendors and local retailers in the county. With non-local visitor expenditures and vendor sales serving as the primary economic drivers, the analysts estimated that: 1) October-fest created approximately \$131,000 in new spending for businesses in the Bolivar County economy in 2012; 2) the impact of October-fest on labor income was estimated to be approximately \$38,615; 3) fiscal effects of October-fest on the various levels of government totaled almost \$29,462 in 2012; and 4) October-fest generated more than \$68,000 in value added activity.

4. Associated Knowledge Areas

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

Outcome #9

1. Outcome Measures

Number of communities reporting an increase in local broadband adoption and use.

Not Reporting on this Outcome Measure

V(H). Planned Program (External Factors)

External factors which affected outcomes

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

Brief Explanation

{No Data Entered}

V(I). Planned Program (Evaluation Studies)

Evaluation Results

MSU Extension agents and specialists, as well as MAFES faculty, used a variety of recommended methods to gather needed information. Specific strategies will be initiated and utilized for collecting evaluation information to determine program outputs and outcomes (see impact statements for examples).

In FY 2012, MSU Extension agents and specialists were required to submit four quarterly reports (January, April, July, and September). This quarterly report collects information about the number of contacts, types of contacts, and number of programs conducted in each Priority Planning Area. In addition, two narrative Accomplishment Reports are required from each MSU Extension employee each year. Finally, a specific request for impact statements is also made. The evaluation results are a combination of this quantitative and qualitative data.

Key Items of Evaluation