

**V(A). Planned Program (Summary)**

**Program # 8**

**1. Name of the Planned Program**

Community Resource Development and Economic Planning

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		20%		20%
603	Market Economics		20%		30%
608	Community Resource Planning and Development		40%		20%
609	Economic Theory and Methods		20%		30%
	<b>Total</b>		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	0.0	2.0	0.0	4.0
Actual Paid Professional	0.0	2.0	0.0	4.0
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
0	80000	0	198930
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	80000	0	198930
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

Extension and research staff collaborated with local officials and other entities in communities to explore and promote best practices in community and economic development as a means of impacting community changes through educational programs, demonstrations, and research. Extension will conduct educational sessions and disseminate information through workshops, seminars, demonstrations, and conferences. These will be geared toward building human capital and effectively empowering people to become the main asset of community and economic development.

### 2. Brief description of the target audience

The targeted audience for the Community Resource Planning and Economic Development planned program were limited-resource individuals and families, community-based organizations, non-profit organizations, cooperatives, entrepreneur, and community leaders.

### 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
<b>Actual</b>	2395	2764	411	457

### 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
<b>Actual</b>	0	0	0

## V(F). State Defined Outputs

### Output Target

### **Output #1**

#### **Output Measure**

- Conduct educational programs, events, and activities on leadership development and marketing strategies to facilitate economic and community development opportunities in communities.

<b>Year</b>	<b>Actual</b>
2012	33

### **Output #2**

#### **Output Measure**

- Conduct educational programs, events, and activities to facilitate workforce development and financial management opportunities for limited-resource audiences in communities.

<b>Year</b>	<b>Actual</b>
2012	1

### **Output #3**

#### **Output Measure**

- Conduct educational programs, events, and activities on cooperative development, home-based, and agricultural and non-agricultural business development to enhance economic development opportunities in communities.

<b>Year</b>	<b>Actual</b>
2012	5

### **Output #4**

#### **Output Measure**

- Conduct social, psychological, marketing, and economic impact surveys to develop profiles of communities and their economic landscape. (Number of surveys).

<b>Year</b>	<b>Actual</b>
2012	0

### **Output #5**

#### **Output Measure**

- Develop educational bulletins, manuscripts, and documentation of findings and disseminate results and models to promote food security, community development, empowerment of residents (Number of special reports, newsletters, and fact sheets).

<b>Year</b>	<b>Actual</b>
2012	0

**V(G). State Defined Outcomes**

**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	Increase the number and/or percent of community leaders to gain knowledge, develop leadership skills and become involved in civic activities, community, and economic development opportunities.
2	Increase the number and/or percentage of participants to utilize research data, knowledge, and skills disseminated to attract and retain businesses, encourage economic development projects, and improve food security.
3	Increase the number and/or percentage of cooperatives to improve their production, marketing, financial, and management practices.
4	Increase the number and/or percentage of individuals to gain awareness of the role of entrepreneurship in achieving economic development.
5	Increase the number and/or percent of community officials and organizations to gain awareness of local issues on food security, economic and demographic profiles of communities.
6	Increase the dissemination of high-tech business information to minority and small businesses of community resource development.

## **Outcome #1**

### **1. Outcome Measures**

Increase the number and/or percent of community leaders to gain knowledge, develop leadership skills and become involved in civic activities, community, and economic development opportunities.

### **2. Associated Institution Types**

- 1890 Extension
- 1890 Research

### **3a. Outcome Type:**

Change in Knowledge Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2012	0

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

The unemployment status in southwest Mississippi does not differ from the rest of the country. Individuals who have always had gainful employment are now without full time employment for the first time. More public schools districts have been added to the Mississippi School Improvement List which is an indicator of the schools that are most persistently low-performing schools. Thus these schools are not reaching their required potential as required by the Mississippi Department of Education. Many are performing at level one on a scale of 1 to 5. The No Child Left Behind Act of 2001 places great demands on states? departments of education to supports standards-based education reform based on the premise that setting high standards and establishing measurable goals can improve individual outcomes in education. However, the Act requires states to develop assessments in basic skills. This requirement places greater responsibility on the local school district to meet state standards. The states much adhere to these federal standards in order to receive federal funding. Some community leaders are not aware of the various ways that jobs can be created in their communities while assisting the schools with meeting the performance standards required by the state department. Thus there is a need for faith based and community based organizations to become innovative and aggressive in collaborating with local school districts to ensure that state mandates are met and that children are not left behind.

#### **What has been done**

The Alcorn State University Extension Program CRD Unit has informed several non-profit organizations in three different counties of funding that is available through grant applications. These projects were introduced at planning sessions with new and innovative ways to approach funders. Planning sessions were scheduled with each organization to discuss strategic way to gather data, establish network and collaboration not only with organizations within the particular county, but also across county lines.

## Results

As a result of the Alcorn State University Extension Program (ASUEP) southwestern Community Resource Development Unit's innovative planning sessions with non-profits organization, consortiums were formed in each county (Jefferson, Pike, and Walthall) consisting of community based, faith based and non-profit entities to apply for separate funding per county for afterschool and summer enrichment programs. Each consortium received detailed grant writing technical assistance from the ASUEP CRD Unit and as a result completed and submitted three separate proposals requesting up to a maximum of \$500,000.00 per year for five years. The first two years of the funded proposal will be fully funded up to \$500,000.00 and the next three years will require in-kinds contributions. Submitted proposals are currently being reviewed and winning proposals will be announced in May, 2012.

## 4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
603	Market Economics
608	Community Resource Planning and Development
609	Economic Theory and Methods

## Outcome #2

### 1. Outcome Measures

Increase the number and/or percentage of participants to utilize research data, knowledge, and skills disseminated to attract and retain businesses, encourage economic development projects, and improve food security.

Not Reporting on this Outcome Measure

## Outcome #3

### 1. Outcome Measures

Increase the number and/or percentage of cooperatives to improve their production, marketing, financial, and management practices.

### 2. Associated Institution Types

- 1890 Extension
- 1890 Research

### 3a. Outcome Type:

Change in Action Outcome Measure

### 3b. Quantitative Outcome

Year	Actual
2012	6

### 3c. Qualitative Outcome or Impact Statement

#### Issue (Who cares and Why)

Cooperative Development is a business corporation model that provides access to fresh produce and healthy livestock in rural communities and economic sustainability. It also serves as an alternative to marketing opportunities, networking and educational resources to individuals who share the same interest.

#### What has been done

Simpson County Livestock Association located in rural community (Mendenhall, MS) received training in grantwriting 101 and have submitted a concept paper on Bridging the Gap between existing and next generation farmers, to a potential funder for approval.

#### Results

The submission is due May 11, 2013 an update of its status is to be determined and will be reported upon.

### 4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
603	Market Economics
608	Community Resource Planning and Development
609	Economic Theory and Methods

### Outcome #4

#### 1. Outcome Measures

Increase the number and/or percentage of individuals to gain awareness of the role of entrepreneurship in achieving economic development.

#### 2. Associated Institution Types

- 1890 Extension
- 1890 Research

#### 3a. Outcome Type:

Change in Knowledge Outcome Measure

### 3b. Quantitative Outcome

Year	Actual
2012	21

### 3c. Qualitative Outcome or Impact Statement

#### Issue (Who cares and Why)

Despite the economic downturn in the state of Mississippi, many industries have been forced to down size or close, causing over 100,000 Mississippians to become part-time workers or unemployed. Some areas in the state have unemployment rates that exceed 14% while others are experiencing economic growth. Local leaders are requesting ways to develop new jobs in their communities, the need for entrepreneurship awareness is steadily increasing. Therefore, it is evident that communities can experience business development through the growth of entrepreneurship.

#### What has been done

ASUEP Community Resource Development Unit conducted a series of meetings to assist participants on how to develop a business plan.

#### Results

The participants are developing business plans and budgets that will be used in their marketing plans.

### 4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
603	Market Economics
608	Community Resource Planning and Development
609	Economic Theory and Methods

### Outcome #5

#### 1. Outcome Measures

Increase the number and/or percent of community officials and organizations to gain awareness of local issues on food security, economic and demographic profiles of communities.

#### 2. Associated Institution Types

- 1890 Extension
- 1890 Research

#### 3a. Outcome Type:

Change in Knowledge Outcome Measure

### 3b. Quantitative Outcome

Year	Actual
2012	14

### 3c. Qualitative Outcome or Impact Statement

#### Issue (Who cares and Why)

The office of Alcorn State University Office of Academic Affairs referred the executive director of a local non-profit organization in Jefferson County to the Alcorn State University Extension to assist in amending the organization by-laws. The current by-laws and name of the organization limited its ability to seek funding as well as to operate outside of a health/medical capacity.

#### What has been done

The Alcorn State University Extension Program CRD Unit contacted the executive director of the non-profit and discussed the problem and what assistance could be offered. A working session was planned so that technical assistance could be provided in amending the by-laws of the organization.

#### Results

As a result of one - three (3) hour work session, the by-laws were amended and a new name was developed for the organization. The new name and by-laws does not limit the organization's outreach work to just medical issues, but it allowed for a broader spectrum of community activities. These changes will also allow the organization to venture into economic development not only in Jefferson County but throughout the state of Mississippi. The entire board voted on the changes at its next meeting and an attorney's review was scheduled before actual submission to the Mississippi Secretary of State's Office for recording.

### 4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
603	Market Economics
608	Community Resource Planning and Development
609	Economic Theory and Methods

### Outcome #6

#### 1. Outcome Measures

Increase the dissemination of high-tech business information to minority and small businesses of community resource development.

#### 2. Associated Institution Types

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2012	9

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Despite an economic downturn in the nation, becoming an entrepreneur can foster economic growth in the capitol region because of the windows of opportunities, such as, tax benefits, additional wealth creation and freedom. Business Development is a major concern of most entrepreneur and devotion to its success is to develop and explore various business opportunities.

**What has been done**

ASUEP Community Resource Development Educator planned a series of meetings with County officials on behalf of the group to explore various planning stages.

**Results**

To date, the negotiation process is ongoing.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
602	Business Management, Finance, and Taxation
603	Market Economics
608	Community Resource Planning and Development
609	Economic Theory and Methods

### **V(H). Planned Program (External Factors)**

#### **External factors which affected outcomes**

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

#### **Brief Explanation**

Competing Programmatic Challenges  
Other (Staff)  
Funding shortages

### **V(I). Planned Program (Evaluation Studies)**

#### **Evaluation Results**

Evaluation results are pending based on results of surveys.

#### **Key Items of Evaluation**

Surveys