

V(A). Planned Program (Summary)

Program # 10

1. Name of the Planned Program

Community Resource and 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
608	Community Resource Planning and Development	100%		100%	
	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	10.0	0.0	1.0	0.0
Actual Paid Professional	14.0	0.0	3.0	0.0
Actual Volunteer	7.1	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
350000	0	137732	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
350000	0	137732	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
1400000	0	761869	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

Strategic planning training and strategic planning for communiites, infrastructure planning, community service plans, medical facilities and services planning, training of county elected officials,

engineering and manufacturing consulting, community economic development studies, community leadership and agricultural leadership development, and entrepreneurship training and development.

2. Brief description of the target audience

The target audience includes community leaders (volunteer and elected), agricultural leadership participants and alums, and business owners/prospective owners, hospitals, schools, chambers of commerce, entrepreneurs, other agencies.

3. How was eXtension used?

Most of our programs had very limited use of eXtension. E-commerce modules from eXtension are used when relevant, as are ideas on entrepreneurship programming.

V(E). Planned Program (Outputs)

1. Standard output measures

2012	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	108106	2180593	3510	10000

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	3	5	8

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Number of community services plans completed

Year	Actual
2012	98

Output #2

Output Measure

- Number of education modules completed

Year	Actual
2012	2

Output #3

Output Measure

- Number of county officer training courses conducted

Year	Actual
2012	53

Output #4

Output Measure

- Number of manufacturing firms receiving applications engineering assistance

Year	Actual
2012	82

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Number improving business skills
2	Number of manufacturing jobs created or retained
3	Number of communities where capacity was increased
4	Number of participants that plan to open/expand a business
5	Number of communities that build plans for growth and/or improvement
6	Number of leadership class graduates actively participating in community or industry
7	Leadership Class Graduates Actively Participating in Community or Industry - Leadership Wagoner County
8	Leadership Class Graduates Actively Participating in Community or Industry - Payne County Connections
9	Improving Local Government - County Training Program

Outcome #1

1. Outcome Measures

Number improving business skills

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	1424

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The PRIDE and related employee training programs teaches front line employees good customer service habits and communication skills. This is important in attracting and retaining a customer base - hence maintaining and/or increase jobs, business income and increase community sales tax revenue.

What has been done

During 2012 over 1,000 Oklahomans received PRIDE and PRIDE related employee (customer service) training. This number includes OCES Educators, business owners, managers and other front line works. The PRIDE program is being presented in Spanish to the Hispanic business community. 50 Hispanic entrepreneurs received training in customer service during 2012. The PRIDE Customer service program was modified and a curriculum developed suitable for training youth (4-H/FFA) who are involved in frontline customer service.

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #2

1. Outcome Measures

Number of manufacturing jobs created or retained

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	348

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Of the over 5000 manufacturers in Oklahoma, approximately half are located in rural areas and are extremely important to their local economies. The loss or downsizing of even one of these wealth-generating small or mid-sized companies can have devastating consequences for the host and surrounding communities. These rural firms face particular difficulty in getting relevant and usable information and technical assistance that will keep them abreast of the rapid changes in manufacturing technology.

What has been done

To address the difficulties faced by our small rural manufacturers, the College of Engineering, Architecture and Technology and the Division of Agricultural Sciences and Natural Resources at Oklahoma State University work in partnership to provide technical assistance through the Applications Engineering program. Since 1997, Applications Engineers have been deployed in the state in collaboration with the Oklahoma Cooperative Extension Service and the Oklahoma Manufacturing Alliance to provide on-site engineering assistance.

Results

In order to receive engineering assistance the client must agree to a post-project impact assessment. This impact assessment is done using procedures developed by the National Institute for Standards and Technology for the Manufacturing Extension Partnership. The client is contacted some months after the completion of an activity and is asked a series of questions designed to assess the impact of the effort.

The impact of this program is measured in several ways. One is the economic value of the service to the company as reported by the client. Another measure is the number of jobs created or retained. Both impacts are measured by an independent survey of the client. Number of jobs created or retained is translated into economic impact using an income multiplier to compute the direct, indirect, and induced effects due to a change in the number of jobs in the manufacturing

sector.

The multiplier was developed from data collected from two different sources. First, the average salary for manufacturing in Oklahoma (\$34,323) was taken from the U.S. Bureau of Labor Statistics published information for 2001. Secondly, the income multiplier of 2.2 was obtained from IMPLAN data for Oklahoma. The total economic impact can be computed by multiplying the average annual salary times the income multiplier to arrive at \$75,511 for each new or retained job in the manufacturing sector.

In 2012, the Applications Engineers client projects resulted in increased sales of more than \$48.0M, while retaining an additional \$8.9M in sales that would have otherwise been lost. Further, the expertise provided by our engineers created cost savings of \$5.6M, and avoided additional costs estimated at \$5.4M. With 163 new jobs created and 60 jobs retained, our projects provided an additional \$16.8M to the state's economy. Finally, we invested over \$7.5M in new plant facilities and equipment, for a total economic impact of \$92.3M.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #3

1. Outcome Measures

Number of communities where capacity was increased

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	114

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The Affordable Care Act requires not-for-profit hospitals to conduct a community health needs assessment once every three years.

What has been done

In conjunction with the Oklahoma Office of Rural Health, OCES leads communities through this process by working with the hospital to hold a series of community meetings. A wide cross-section of community members attend, and work through several issues related to the hospital's role in the community. This includes developing an understanding of the economic impact of the local hospital, distributing a survey (with both paper-based and electronic versions available) related to health care concerns in the community, discussing current health trends and areas of concern using publicly available data, and using all of these items to develop a plan for the future. The process typically includes 4-5 meetings over a 6-7 month period, and depends on a wide array of community involvement. These assessments are often followed up with requests for feasibility studies related to health services, such as whether it is economically feasible to support a kidney dialysis center in the community or bring in another local doctor.

Results

In 2012, OCES helped 8 communities in Oklahoma complete this process. Many more not-for-profit hospitals are required to complete the process in 2013 (or they will face penalties from the IRS). Oklahoma was the first state to develop a process for leading hospitals through this needs assessment, and the process has been adopted by several states since its initiation. Feedback from the program suggests that the hospitals involved are extremely appreciative of the process, and that they have experienced improved community support as a result. Several hospitals contacted private firms to get an estimate of how much they would charge to take them through this process, with an average cost projection of \$10,000 - \$20,000. For many rural hospitals this cost is prohibitive, but the assessment is now required by law. OCES helps fill this void by offering our program at no cost to the hospitals.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #4

1. Outcome Measures

Number of participants that plan to open/expand a business

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
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2012

81

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Small businesses in rural areas tend to struggle to establish a market presence and compete in today's economy.

What has been done

During 2012, the Oklahoma State University e-commerce program provided training to over 155 small businesses on how to plan, effectively set up, and promote their websites, which can help address these issues. Of the 2012 participants, ratings for all relevant e-commerce workshops were quite high. Our most popular workshop continued to be the Search Engine Optimization (SEO) program. As more small business owners are becoming familiar with setting up a website, their focus has turned to SEO, or getting their website found on the web. We conducted 8 workshops on SEO during 2012 to a total of 90 participants. Response to the SEO workshops has been extremely positive. About $\frac{3}{4}$ of all participants had a website before this workshop. After the training, 94% of respondents planned on increasing their web efforts, and 95% indicated that they would be changing the way they marketed their website. We also offered 4 workshops more geared to those business owners without websites, and our "Websites 101" class was attended by 40 different people. We also held 3 workshops targeted towards individuals or small businesses that might want to consider selling online via an online storefront (Amazon or Ebay) instead of building a site themselves.

Results

These half-day, hands-on sessions are positively impacting rural businesses as evidenced by success stories of former attendees. These include those who used simple template-based software programs used in the workshops to set up their own websites (such as www.pineislandrvresort.com in Miami or www.choatesautorepair.com in Ada), incorporated new techniques such as Facebook ads to draw traffic to their site (visit Rhonda's Flowers (Idabel) on Facebook for an example), or made successful changes to their own site (for example, Pryor author Carol Round altered her website www.carolaround.com to begin to collect data on where her visitors are coming from and send them monthly newsletters. Further, anecdotal evidence suggests that the improved advertising offered by a website can increase small business sales anywhere from 20% to over 200%. With average sales of \$150,000 (which was the average displayed in a small business report by Mississippi State in 2007) this implies that the e-commerce program increased the revenue of small businesses in Oklahoma by between \$4.2M and \$42.0M during 2012.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #5

1. Outcome Measures

Number of communities that build plans for growth and/or improvement

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	18

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Retail Trade Analysis continues to be a popular Extension program, providing eight communities with data useful to evaluating their retail development programs and creating new retail opportunities.

Results

For example, Tommy Kramer, Executive Director of the Durant Industrial Authority, requests the reports annually to identify and target new retail establishments for Durant, OK. Particular successes he has had involving this data was securing new, national retail chains like Hibbett Sports and Rue 21 clothing store.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #6

1. Outcome Measures

Number of leadership class graduates actively participating in community or industry

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	96

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Oklahoma Ag Leadership Program (OALP) empowers and develops emerging agriculture and community leaders. This is very important because members of OALP are strong advocates for Oklahoma agriculture and rural issues.

What has been done

During 2012, 21 participants in Class XV spent 16 days and 26 participants in Class XVI spent 12 days learning about leadership and empowering their leadership skills. This experience resulted in participants being more vocal in sharing with their local representatives about issues that are important to Oklahoma agriculture and their rural communities.

Results

OALP graduates have a greater understanding of people and processes. They also have a greater understanding of various systems of economics and government, both locally and nationally, and are able to solve problems and explore opportunities for Oklahoma agriculture and rural communities. One member of Class XV is now serving as the Associate Commissioner of the Oklahoma Department of Agriculture, Food and Forestry and another member of this class is the Assistant Vice President for Academic Affairs at Northeastern Oklahoma A&M College. One member of Class XVI is now the Vice President of Organization and Membership at Oklahoma Farm Bureau.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #7

1. Outcome Measures

Leadership Class Graduates Actively Participating in Community or Industry - Leadership Wagoner County

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Faced with significant growth in the region, with the presence of an unique and special natural resource in Lake Fort Gibson for recreation and quality of life, and a strong sense or personal and community identity in the communities of Wagoner and Coweta as well as the rural areas, committed community leaders of Wagoner County need to learn processes and develop strategies to positively embrace "the community" on a larger scale than their town or city. This program introduces and uses a collaborative leadership process to directly address important issues.

What has been done

Leadership Wagoner County is a monthly leadership development program for adult professionals living or working in Wagoner County, Oklahoma. We provide monthly training for a class of 25-30 participants. Our training focus is three-fold: leadership skill development, public policy process engagement, and relevant issues awareness. We strive to not only develop better leaders, but also inspire potential leaders to serve in those roles for their communities and their business.

Racial, gender, age, geographic, educational and professional diversity has always been encouraged in the class-selection process. Training focuses on three major areas: leadership skill development (i.e., public speaking, conflict resolution, etc.), public policy process involvement (local, state and federal government). Training is accomplished through a series of monthly workshops from August through April over a one-year period, for a total of about 72 hours of training. Training sessions are held in a variety of locations around Wagoner County.

Results

Of the 127 alumni to date, over 90 percent are involved in hundreds of local, state, and national and community organizations. Over 50% serve on various boards of directors, and over several

are in elected or appointed public positions, including the local chamber of commerce, school boards, city councils and county government.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #8

1. Outcome Measures

Leadership Class Graduates Actively Participating in Community or Industry - Payne County Connections

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

A major issue in Payne County is that community leaders across our six communities have very little interaction with each other and their respective communities. They do not fully understand either the strengths or the weaknesses of the entire county. Payne County Connections, the county leadership class, addresses both leadership development and community capacity by giving leaders from all 6 communities an opportunity to meet and develop relationships as well as to learn about factors impacting the county as a whole.

What has been done

Although their program actually started back in September 2011, Class 2 of Payne County Connections, graduated 18 leaders in April 2012. Class 3 is currently underway (start date Sept 2012) and will graduate 12 leaders in April 2013.

Results

The following outcomes have been identified from Class 2.

-Class 2 pointed to "connections" as the greatest impact of the program. As one participant wrote, "I no longer think of Stillwater as my community - I think of Payne County as my community."

-Another participant expressed the idea that it could take a number of years before the full impact of PCC is felt. They wrote, "The impact of PCC will be felt as the program grows and more

classes are held, developing a network of citizens dedicated to their local communities with a broader knowledge of the county."

-There was some agreement that the program has an immediate economic impact in that the increased exposure to business and restaurants increases local sales. As one person said, "My family will visit other areas [of Payne County] more often now." She particularly emphasized that her family was visiting new restaurants in the county.

Class participants included individuals from the Cushing City Council as well as the Ripley City Council. Over the course of the program, the participants were introduced to the Mayor of Perkins, the Mayor of Stillwater, a Payne County Commissioner, a state Representative, and a state Senator. Because of these connections, as one participant wrote, "It [PCC] increases our ability to network and have community sponsored events, influence legislation, and share regional ideas."

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #9

1. Outcome Measures

Improving Local Government - County Training Program

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

County officials and their staffs regularly change dues to election outcomes, personnel flow, and economic conditions. Likewise state and federal programs and regulations aslo change reguraly as do accounting and financial concepts. The County Training Program (CTP) helps train county officeers and their staffs so that their efforts will be efficient and legal.

What has been done

More than ninety percent of short-course participants completing post-course evaluations rank the training as good or excellent. A similar percentage of participants in three hour workshops provide the same ranking. At the semi-annual meetings of our oversight commission, the Commission on County Government Personnel Education and Training, multiple audience members voice strong support for the training and testify to the high value it has had for themselves and other county officials. No audience members have reported any negative impacts or displeasure with the training programs. Finally, following the November elections, several newly elected officials have attended orientations and short-courses.

In September 2012 six morning workshops were offered at the County Officers and Deputies Association of Oklahoma semi-annual meeting, with topics ranging from Economic Development and County Government to Fraud Prevention and Internal Controls. Over 300 attendees received CEU credit for these workshops, including over 100 county commissioners.

Another output during 2012 was the production of the County Government: Government Closest to the People - DVD.

Results

Evaluations by attendees of the County Officers and Deputies Association of Oklahoma semi-annual meeting were overwhelmingly positive. Quantitative impacts such as changed behavior or dollar amounts are not available. The most obvious benefit is that Extension and OSU personnel showed their relevance to every day issues being encountered by county government.

The DVD project received the Regional and National awards of the National Association of Community Development Extension Professionals in the category of Educational Technology - Team Award. Extension personnel in several states have asked "How did you produce it? We would like to do something like this." Two specific cases are Rod Clouser in Florida and Melinda Grismer of Indiana. Grismer asked permission to use our DVD as Indiana's model.

County elected officials report using the DVD when making presentations to civic organizations and to schools. In several instances, county elected officials and county extensions educators have provided the DVD to schools. Upon hearing of the DVD some schools have requested copies. More than 1000 of the DVDs have been distributed.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Competing Public priorities

Brief Explanation

For the County Training Program, the fiscal year 2013 (FY '13) appropriation is \$307,166 (the same as FY '12). This is reduced from \$400,000 in FY 09, \$372,000 in FY '10 and \$330,000 in FY '11. These reductions are reducing programs, travel, publications, hence, outcomes and impact.

V(I). Planned Program (Evaluation Studies)

Evaluation Results

The impact of the Application Engineer program is measured in several ways. One is the economic value of the service to the company as reported by the client. Another measure is the number of jobs created or retained. Both impacts are measured by an independent survey of the client. Number of jobs created or retained is translated into economic impact using an income multiplier to compute the direct, indirect, and induced effects due to a change in the number of jobs in the manufacturing sector.

The multiplier was developed from data collected from two different sources. First, the average salary for manufacturing in Oklahoma (\$34,323) was taken from the U.S. Bureau of Labor Statistics published information for 2001. Secondly, the income multiplier of 2.2 was obtained from IMPLAN data for Oklahoma. The total economic impact can be computed by multiplying the average annual salary times the income multiplier to arrive at \$75,511 for each new or retained job in the manufacturing sector.

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For e-Commerce, surveys delivered immediately after each workshop validated the content and also provided input for related topics of interest for rural businesses. Evaluation results have been very positive for all "Website 101," "Introduction to PayPal," "Getting Your Business Found on the Internet," and "The Ins and Outs of Online Storefronts" workshops. Future workshops will continue to include suggestions from previous surveys and will seek to address hot e-commerce topics, such as Google advertising, Facebook advertising, and Web 2.0 techniques.

Key Items of Evaluation