

V(A). Planned Program (Summary)

Program # 7

1. Name of the Planned Program

Community Resources Development by Means of Fostering Sustainable Communities

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	50%			
803	Sociological and Technological Change Affecting Individuals, Families, and Communities	40%			
805	Community Institutions, Health, and Social Services	10%			
	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	30.0	0.0	0.0	0.0
Actual Paid Professional	25.5	0.0	0.0	0.0
Actual Volunteer	37.5	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
970300	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
485150	0	0	0
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

- Community assemblies, gatherings, and other meetings to establish rapport and explore needs and aspirations
- Conference/training in areas of social investment, marketing, market study and analysis, self-employment opportunities identification, community-based business and empowerment
- Participative Action Research strategies such as "reading the streets", participant observation, ethnographies, life histories, focal groups, informal interviews, and reflexive diaries
- Use of "tool box" material that empowered community participants to take advantage of the endless amount of possibilities for community oriented economic initiatives
- Develop educational material such as curriculum and modules
- Establishment of community coalitions with volunteer organizations, community services organizations, institutions, and other agencies
- Seminars with community services institutions that offer assistance in case of disaster or emergency, including volunteer organizations, non-profit groups and government agencies.

2. Brief description of the target audience

Community participants (i.e., individuals and families), community leaders, extension professionals, and other professionals.

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	10487	7665	529	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	1	0	1

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Number of persons trained in community-based business.

Year	Actual
2012	388

Output #2

Output Measure

- Number of leaders trained on community organization and empowerment (at least four workshops).

Year	Actual
2012	506

Output #3

Output Measure

- Number of leaers trained on emergency and disaster situations (at least four workshops).

Year	Actual
2012	405

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Number of persons applying the recommended practices in the process of developing a community-based business.
2	Number of community-based businesses established.
3	Number of community projects established to benefit the community.
4	Number of leaders participating actively in the design and implementation of community projects.
5	Number of communities that developed an emergency and safety plan.

Outcome #1

1. Outcome Measures

Number of persons applying the recommended practices in the process of developing a community-based business.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	266

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Puerto Rico continues experiencing a negative economic growth. This is the seventh year in a row with an average negative growth per year of over 4%. Puerto Rico's CRD continues working hard in training and developing community entrepreneurs to create new markets and expand the existing.

What has been done

The Community Entrepreneurial Tool Box has been in place for five years, and the number of participants putting in place the recommended practices stabilizing at 250 plus persons per year.

Results

In 2012, 68% of the participants trained in community-based business applied one or more of the recommended practices in the process of developing a community-based business. "The Community Entrepreneurial Tool Box" has been in place for nearly five years. We have stabilized the number of participants trained in entrepreneurial and business creation skills with those implementing the skills and practices learned in a 6/10 ratio. Among the most significant skills put in place are: the formulation of a market needs assessment, marketing plan, break-even point analysis and financial plans, among others.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #2

1. Outcome Measures

Number of community-based businesses established.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	46

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The "Community Entrepreneurial Toolbox" continues offering our stakeholders (who benefit from short courses and training opportunities in Agriculture and Family Sciences) the opportunity to use the acquired skills and knowledge to promote economic activity and market their skills. Therefore, opening a new business and community based economic production activities that result in new sources of income and jobs creation.

What has been done

Stakeholders have been widely trained on the "Community Entrepreneurial Toolbox" workshop series together with other marketable skills in the areas of artisanship, craftsmanship, tailoring, children and elderly services, and agricultural production. In 2012, there has been a noticeable growth in the emergence of community economic initiatives for the Management and Operation of Community Water System facilities.

Results

The number of community-based businesses being established has stabilized at a rate of 40 plus businesses per year. CRD's strategy of providing entrepreneurial training to those stakeholders who benefit from PRAES' other courses, which provide marketable skills in family science and agriculture, has resulted effective. Most of these 46 community-based and micro-businesses being created are in areas of agricultural production, food confection, and services closely related to the Agriculture and Family Science curricula. Management of Community Water System facilities is a welcome addition of the economic ventures reported. It has resulted in the creation of 149 new jobs and provided additional income to 376 participants.

4. Associated Knowledge Areas

KA Code	Knowledge Area
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608 Community Resource Planning and Development

Outcome #3

1. Outcome Measures

Number of community projects established to benefit the community.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	44

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

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

Outcome #4

1. Outcome Measures

Number of leaders participating actively in the design and implementation of community projects.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	480

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
803	Sociological and Technological Change Affecting Individuals, Families, and Communities

Outcome #5

1. Outcome Measures

Number of communities that developed an emergency and safety plan.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	23

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

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

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Economy
- Appropriations changes
- Public Policy changes
- Competing Public priorities

Brief Explanation

Economy & Public Policy Changes: Puerto Rico is experiencing its seventh year in a row with a negative economic growth. The exiting government (still in power during 2012) radically changed its employment promotion strategy from providing "seed" grants to emerging small scale entrepreneurial initiatives to that of offering tax breaks and other economic incentives to mega stores that would employ displaced worker from the government sphere. Contrary to most U.S. jurisdictions, election year in Puerto Rico implies the total standstill of local government in many instances, as well as discontinuation of ongoing government initiatives once a new government results elected. The transition period usually results in a stand still condition that can last several months. This had a negative impact in our community entrepreneurial initiative by limiting even more the scarce human and economic resources available to emerging community entrepreneurs.

V(I). Planned Program (Evaluation Studies)

Evaluation Results

Five (5) Focus Groups were held in five municipalities in Puerto Rico. The counties were selected by the Federal Contact person in the Community Rural Development (CRD) area. The participants had completed the "Community Entrepreneurial Tool Box" short course.

The purpose of the focus groups was to evaluate changes in knowledge and adoption of practices after participating in the course. Forty five (45) people participated; the great majority were female (40) and 34 of the participants were 50 years old and older. The Focus Group sessions took place in the municipalities of: 1. Hormigueros (West Coast), 2. Hatillo and 3. Vega Baja (North Coast), 4. Luquillo (East Coast), and 5. Orocovis (Central Mountain).

In the area of knowledge and skills, most participants were able to mention specific skills geared to the establishment of a business and how a business plan has had a positive impact in their initiatives. In their own words:

"I was able to consider aspects I did not know before, such as the competition and how to visualize potential clientele and how to assess them".

"Our vision grew. I was able to learn how we can impact other markets."

"Personally, I was not able to apply the knowledge myself, but my husband did in establishing a school for Martial Arts. Additionally, I was able to pass on the information, beyond my husband, to other established enterprises in their pursuit to stay in business, since lately I have seen many enterprises going out of business because of a lack of information contained in the training sponsored by Extension."

"I learned how to set a fair price for the product. The price is related to the target clientele. If the price is too cheap, besides the potential loss, many people think the product is of low quality level."

"The training helped me in establishing a business plan. The concept of community enterprise is very good, since it is more sustainable, provides a sense of community, provides a good quality product, and people save in gasoline."

"Many enterprises are going out of business because they were unable to respond to the changing needs of society. Therefore, the business plan and the strategic planning concepts I learned in the training are essential to remain competitive."

"I have used the knowledge to generate an income my family. My own family benefited from the project. For example, my son in law created a soccer club in his community, as a hobby, since he already retired."

"I learned what it takes to establish a business. Extension offers a better training for free than other organizations that charge for participating. Besides, Extension provides, better than anyone else, the concept of community business."

"The training gave me the skills necessary for interacting with people and selling the products. Thanks to the training offered by Extension, I was able to expand my business."

Despite obtaining a positive evaluation on the skill and knowledge components of the "Community Entrepreneurial Tool Box" series, participants found a need to, both increase the amount of people trained and expand mentoring time by Extension personnel in order to have a significant effect Island wide. Participants pointed out that: "It is important to engage Community Development newcomer... Since Extension cannot do everything by itself, and obviously, it is not able to be everything for all people, there is a need for collaboration with other agencies with the mission of community development, specifically in the area of developing local business initiatives. Additionally, Extension agents and their community leaders must be trained in the area so they can (along with the subject matter specialists) address local needs in the area of Community Development."

"More support is needed after the training. Despite the fact that the content of training was excellent (and the trainer was too) there is little support after the workshop, when people are in the process of designing a strategic plan or business plan, getting the permits, incorporating the business, meeting the requirements, and dealing with the heavy load of paperwork."

"Extension should be present (at least once a month) in each regional area to help community groups meet the requirements for establishing a community enterprise."

"Local extension staff and leaders should be prepared to train people on a regular basis, since new clientele is constantly being incorporated. Besides, unemployment is a big issue island wide and the solution rests in community empowerment."

The Focus Groups' findings points toward the great utility and value that the "Community

Entrepreneurial Tool Box" training series has had to emerging community economic initiatives and local entrepreneurs. However, according to the participants, a more in depth mentoring by Extension field personnel and the need to increase the amount of trained people are essential to have a real impact in Puerto Rico's stricken economy.

Key Items of Evaluation

Five (5) Focus Groups were held in five municipalities of Puerto Rico with the purpose of evaluating changes in knowledge and adoption of practices after participating in the short course "Community Entrepreneurial Tool Box".

The Focus Groups' findings point toward the great utility and value that the "Community Entrepreneurial Tool Box" training series has had to emerging community economic initiatives and local entrepreneurs. However, according to the participants, a more in depth mentoring by Extension field personnel and the need to increase the amount of trained people are essential to have a real impact in Puerto Rico stricken economy.