

V(A). Planned Program (Summary)

Program # 5

1. Name of the Planned Program

Community, Leadership, 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	15%	15%	15%	15%
609	Economic Theory and Methods	10%	10%	10%	10%
610	Domestic Policy Analysis	15%	10%	15%	15%
801	Individual and Family Resource Management	15%	20%	15%	15%
802	Human Development and Family Well-Being	15%	15%	15%	15%
803	Sociological and Technological Change Affecting Individuals, Families, and Communities	15%	20%	15%	15%
806	Youth Development	15%	10%	15%	15%
	Total	100%	100%	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	14.0	5.0	3.0	2.0
Actual Paid Professional	15.0	6.0	3.0	2.5
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
503232	255823	173565	478421
1862 Matching	1890 Matching	1862 Matching	1890 Matching
503232	127911	164013	239211
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

Currently, a highly toxic antifouling coating dominates the world market to protect marine ship hulls from adhesion of oyster and barnacle larvae. Researchers have developed new test coatings that demonstrate the ability to deter the adhesion of both types of larvae, using a non-toxic naturally occurring compound. This research has the potential to place a new technology on the market and make a significant contribution to the environmental quality of the world's seaways.

Research is underway to investigate the biology, ecology, colony relatedness, geographic range and control of the invasive species *Pachyondyla chinensis*, the needle ant. The venom in the sting causes a broad range of allergic reactions from hives to anaphylactic shock. This species has been documented in Virginia, North and South Carolina, and Georgia, and unpublished records exist for Tennessee and Alabama. Research discovered that the ants prefer protein as a food source more than carbohydrate or lipids, which will be valuable in selecting bait products.

Extension's Institute for Economic and Community Development staff supported the state and local agribusiness community. They facilitated projects under the Pee Dee Agritourism initiative such as establishing and maintaining the Conway Farmers Market Association (CFM) and organizing the coastal farm-to-chef initiative focused on the distribution of local agriculture products in coastal restaurants. A local food guide was developed for the CFM. Work in this area also included an economic impact of agriculture and forestry for selected counties in the state and analysis of the direct contribution by major agribusiness sector separately for all 46 S.C. counties. The CIECD staff worked with local agents to provide workshops and support for numerous businesses seeking USDA-Rural Development and other sources of funding with an emphasis on agriculture in places such as Lower Richland County. For example, we have assisted numerous agricultural producers with energy and value added agriculture grants and rural communities with facilities grants.

The 1890 Adult Leadership and Economic Development Program provides individuals and communities with technology enhanced personal and professional development, leadership training, financial management, small business development and family and consumer education. Within the Community, Leadership and Economic Development Program, three activities are conducted; Introduction to Keyboarding, Money and Business Entrepreneurship (MBE) and Technology Education. The keyboarding class teaches basic computer skills to the community residents. Participants gain computer knowledge through hands-on experience at a guided pace. The Technology Education project promotes computer literacy, internet safety and knowledge to youth and adults through the use of technology, instructional aides and evaluations. MBE motivates students to succeed in school and in life by taking advantage of their educational opportunities and starting their own business. The project teaches

students: business planning, economics, legal structure, financial literacy, negotiation, presentation and marketing skills.

In 1890 Research, data about the influence of the Bankruptcy Abuse Prevention and Consumer Protection Act (BAPCPA) of 2005 was collected. US and the District of South Carolina bankruptcy filings were compiled from surveys, interviewing bankruptcy filers, attending court proceedings and retrieving bankruptcy data from the Public Access to Court Electronic Records (PACER) system on lion. A lot of raw data collected over the life of the project was analyzed and its patterns and trends assessed. Data groups gathered included loss of jobs, medical bills, mortgage problems and credit cards, as well as other consumer debts. It was clear medical expenses caused most of bankruptcy filings. It was observed that filings were going up steeply until the law was implemented on October 17, 2005. Then, filings plummeted in 2006 and 2007. After those two years, filings began to inch up. But had not reached pre BAPCPA levels by 2011. A research bulletin was published as a result of the findings as well as papers and presentations.

Another 1890 Research Project determines the economic impact of changes in domestic and international trade policies on the competitiveness of Southern agriculture, as well as the economic impact of international institutions (WTO, IFM, World Bank, free trade agreements on the competitiveness of Southern agriculture. The researcher specified and estimated a Generalized Gravity Model of international trade for the following vegetables: melons, beans, soybeans, tomatoes, cucumbers and potatoes. The models were adjusted to account for the unique characteristics of vegetable production, exports and trade. The econometric techniques of random and fixed estimation models required for panel data analysis (RATS, 2009) were used. The models were used to compute potential import trade creation and export diversion effects. As a result, the researcher identified economic and noneconomic factors affecting the flows of trade in the above vegetables; has evaluated the impacts of the exchange rate volatility on flows of specific vegetables; and has addressed and separated the impacts of short term exchange rate volatility from the effects of long term exchange rate volatility.

The impact of changes in trade policy affecting the crops should be timely known to the farmers, trade officials and policy makers. The factors affecting trade flows in the vegetables and fruits have been identified. The impact of exchange rate volatility is a hotly debated issue. Empirically, some answers are provided related to the effects of exchange rate uncertainty of vegetable trade. Also, the impacts of both short and long run exchange rate changes on the vegetable trade flows were addressed. Multistate research would help agribusiness and agricultural economists share more efficient research methods and results. The information would be beneficial and useful to agricultural producers, policy makers and trade officials, farmers, agribusiness leaders and rural communities. A comprehensive database was set up. The database and trade matrix can be re-estimated and results updated when new data is released. The aim is to create a depository vegetable trade data matrix with impacts of free trade agreements and period updates.

1890 Research is examining the distribution of municipal services in small towns in South Carolina. It focuses on public services that small towns generally provide. This includes basic public infrastructures like roads, streets and water and sewer systems. Public services include law enforcement, fire protection, recreational facilities, and sanitation services. The services and facilities are offered to all community residents. The study seeks to discover the environmental and political determinants of local officials' responsiveness to group demands, mayoral leadership, and local officials' perception of the distribution of public services. As such, the study employs five environmental variables: town size, per capita income, class composition, educational attainment, and racial diversity and nine political variables; party competition, election method, form of government, voter turnout, group organizations, racial diversity on city council, and participation in public hearings. A refined Nvivo database with both city council meeting minutes and documents for five city governments and an undated Endnotes database with more recent articles on municipal services, small towns and urban politics and public policy were

prepared. During this period, the content analysis of the minutes and the coding system was developed for the questions for the interviews to be conducted with municipal officials and community activist in small towns in South Carolina. 151 documents from the Municipal Association webpage were imported. The census data for the cities in South Carolina have been expanded and updated. The number of articles in the database have been increased.

1890 Research is focusing on small scale agribusiness enterprises and aims to improve the state's export competitiveness by examining the factors that hinder the ability of the businesses to export, as well as the adequacy of extant federal and state export assistance. The main goals of the project are: to formulate an improved export model for each county in South Carolina and to develop a set of best practices for potential agribusiness exporters; to increase the export competitiveness of South Carolina's agribusiness enterprises by identifying and lowering barriers to trade; as well as to increase capacity at SC State University by increasing student and faculty participation in research activities. To date, an initial survey instrument was developed based on the literature and established scales. A list of agribusiness exporters of South Carolina was acquired from the Department of Commerce. A judgment sample of 50 firms was drawn from the population of South Carolina's agribusiness exporters to test the instrument. Representatives from 20 agribusiness export firms were consulted through a structured interview method to test the survey instrument. The survey was refined and mailed to 50 export firms representing all counties in South Carolina.

2. Brief description of the target audience

The target audience includes students, child care providers, limited-resource persons, community leaders, board/council members, nonprofit organization boards and groups, adults, youth, business and workforce preparation agencies and disadvantaged citizens and communities, state, federal, and local agency personnel, association members, citizens faced with public issues, and citizens engaged in economic and tourism development.

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	8918	617725	1029	60

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	6	6

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Publications, business plans and housing grants

Year	Actual
2012	2

Output #2

Output Measure

- Total number of people completing educational workshops

Year	Actual
2012	7304

Output #3

Output Measure

- Number of board members trained

Year	Actual
2012	38

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Total number of people reporting increased knowledge as a result of participation in CLED activities
2	Number of facilitated public meetings addressing public issues
3	Number of printed materials used to promote understanding of public issues
4	Number of participants engaged in community promotion projects

Outcome #1

1. Outcome Measures

Total number of people reporting increased knowledge as a result of participation in CLED activities

2. Associated Institution Types

- 1862 Extension
- 1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	6298

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The Community, Leadership and Economic Development (CLED) Program will promote engagement and community enhancement and improvement that are linked to community image, sustainable economic development and improved quality of life for the citizens of South Carolina.

What has been done

CLED regional agents worked closely with state Extension specialists, practitioners, and researchers to provide expertise in topics ranging from agribusiness and other leadership development, to strategic planning, entrepreneurial training and support with an emphasis on agribusiness and natural resources, local economic and community development planning and support, industry cluster development, and economic impact analysis. Palmetto Leadership, Senior Leadership and Junior Leadership programs were conducted. Palmetto leadership programs were conducted at the county level in cooperation with either local county governments, such as in Dillon County or local chambers of commerce. The Institute for Economic and Community Development staff working with a group of Clemson Undergraduate Students conducted several strategic planning sessions and surveyed community members in the towns of McClellanville resulting in a group working to develop a green economy focused charter school and in Saluda County facilitated a strategic planning effort for local agribusiness development. We provided assistance to determine the economic impact of the Women and Children Succeeding (WACS) Program for Anderson Interfaith Ministries. A new community computer lab and classroom was opened in a poverty stricken area of North Charleston. So far, classes have been conducted for basic computer skills (in Spanish and English), English as a Second Language, Graduate Equivalency Degree (GED) and Work Key classes, and information technology (IT) skills. Over 1,000 individual users have signed in to the lab since its opening in March of 2012. This is the fifth such computer lab that has been opened in the area with the support of Clemson University Community and Economic Development Extension.

An outreach-based study was conducted concerning prescription drug abuse at several South Carolina high schools. This research will help support policy and outreach efforts working with State Department of Alcohol and Other Drug Abuse Services Epidemiology Outcomes Workgroup on a state abuse and treatment plan.

In response to the need for direct assistance in planning for certification audits for Good Agricultural Practice and Good Handling Practice, Extension collaborated with SCDA to develop an online Farm Food Safety Plan website @<http://cufan.clemson.edu/GAP/> This site allows producers to use online tools to develop a Farm Food Safety Plan with the direct assistance of Extension personnel. A pilot program has also been established in the Charleston area working with a local produce farm in helping farmers become GAP certified.

Also, the 1890 Extension Program conducted Yes Carolina, which is a money and business entrepreneurship camp for students in 5th and 6th grades. The 20 students learned various aspects of entrepreneurship decision making, finance, economics, negotiation, marketing and public speaking. Pre-test, mid-term and post-test were conducted.

Results

Working with a local non-profit group, our local agriculture agent and a local farm, CD agents helped to establish South Carolina's first farm incubator. Our CD agent is helping with farm layout, economic strategies, and entrepreneur education supporting this effort. Support was provided for seven local farmers markets with over \$250,000 in sales for the Sandhill Market with an economic impact of over \$300,000. Over 99% reported knowledge gained as result of participation in Extension CLED programs. Participants reported that they strengthened their community awareness and ability to access community resources, built partnerships, and strengthened their capacity to respond to future issues and opportunities. Participants have a greater knowledge about the county in which they live and/or work including education, economic development, health care and social issues. The Palmetto Leadership program provides participants with a venue to give back to their community through a class service project experience. Participants grow their professional and personal networks. All participants engaged successfully in new collaborations for more efficient and effective community service.

Each student was able to utilize their learned skills by preparing business plans and opening their own business for the summer. An average of 75% increased in knowledge of money and business entrepreneurship skills, while there was an 88% improvement in negotiation follow by 82% financial decision making, 78% business legal structure, 75% marketing and 70% presentation.

4. Associated Knowledge Areas

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

Outcome #2

1. Outcome Measures

Number of facilitated public meetings addressing public issues

Not Reporting on this Outcome Measure

Outcome #3

1. Outcome Measures

Number of printed materials used to promote understanding of public issues

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	838

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Adults and youth are interested in being safe, while using the Internet. SC Department of Education Standards based internet safety instruction benefits K5 - 12th grade students and adults of all backgrounds and levels of computer literacy through the use of technology, instructional aides and evaluations.

What has been done

SC Department of Education Standards based internet safety instruction was provided. All inclusive information on session topics such as "what is the Internet?", recognizing the difference between real and virtual, Internet etiquette, sharing personal information, scams, recognizing predatory behavior and identity theft were provided through the Cyber Safety 101 Project.

Results

A post-test of respondents surveyed (87.3%) answered they should never post or give out any personal information over the Internet. The post-test also revealed 88.8% of the respondents answered they should never meet any of their Internet friends in person.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development
802	Human Development and Family Well-Being
803	Sociological and Technological Change Affecting Individuals, Families, and Communities
806	Youth Development

Outcome #4

1. Outcome Measures

Number of participants engaged in community promotion projects

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	69

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The Community, Leadership and Economic Development (CLED) Program will promote engagement and community enhancement and improvement that are linked to community image, sustainable economic development, and improved quality of life for the citizens of South Carolina.

What has been done

Some programs that were conducted include: Community Pride strategic planning, Storm Drain Marking, Main Street Manning Promotions (Fall Fest, Snowball Drop, Roundtable on Bad Checks for Downtown Merchants), Promotions Training for the Pickens revitalization association, the coordination of a training, "Mid-Century Alterations to Historic Buildings," and assistance with clean campus grading for schools. Specialists developed a three to five year strategic plan for the Fine Arts Cultural Enrichment Teaching Studios. Agents assisted with the Military Gap Research Study on Youth and Prescription Drugs Risk Survey.

Working with the City of North Charleston, the Charleston, SC Linux Users Group (CSCLUG), SCLabs.org, Teleco Charleston, a local philanthropist, and ECPI, the Extension Agent, coordinated a new plan to create a public computer lab in the heart of the Latino community. The lab offers classes in Spanish for software use, English as a Second Language (ESL), and entrepreneurship. Within the first three weeks of opening, over 200 separate users have signed

into the lab for general computer use. Our IT professionals (CSCLUG) now have a platform for creative experimentation with computer and software systems. Tests and experiments are run on a near daily basis. Clemson has trained two classes of volunteers and has taught 6 regular Internet and document classes during the first three weeks of opening.

Results

Over 60 residents, who had no Internet access or computer experience, now have access to vast resources available on the World Wide Web. They are learning ESL and entrepreneurship. Communities interested in reaching out to the Latino population will find that working with Latino community leaders is a method to gain easier access to the people. Working with local Latino leaders, the City of North Charleston has asked Clemson University's Institute for Economic and Community Development to identify new strategies to help this formerly isolated community. In addition, the City has asked that we begin investigating a site for a new lab. The computers used in this lab would have been sent to a landfill. Instead, they are enriching the lives of people in formerly isolated communities. Businesses are reporting increased attendance during community events and responses from the public of improved community image.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development
802	Human Development and Family Well-Being
803	Sociological and Technological Change Affecting Individuals, Families, and Communities
806	Youth Development

V(H). Planned Program (External Factors)

External factors which affected outcomes

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

Brief Explanation

V(I). Planned Program (Evaluation Studies)

Evaluation Results

Participants reported that they strengthened their community awareness and ability to access community resources, built partnerships, and strengthened their capacity to respond to future issues and opportunities. Participants have a greater knowledge about the county in which they live and/or work including education, economic development, health care and social issues.

Research bulletin, presentations and articles were published, developed and presented at various conferences, workshops, meetings, etc.

Key Items of Evaluation

