

V(A). Planned Program (Summary)

Program # 3

1. Name of the Planned Program

Workforce 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
608	Community Resource Planning and Development	50%			
723	Hazards to Human Health and Safety	20%			
803	Sociological and Technological Change Affecting Individuals, Families, and Communities	15%			
805	Community Institutions, Health, and Social Services	15%			
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	18.0	0.0	0.0	0.0
Actual Paid Professional	21.0	0.0	0.0	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
640000	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
974711	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

Workforce Development

WVU-ES conducts workshops and training opportunities for workers in a variety of settings in West Virginia. Some workforce development is reported under other planned programs, where appropriate. Examples include ServSafe certification, logger training, and childcare provider training. Topics cover a broad range and include ADA and Civil Rights Compliance, how to start non-profit organizations, grant writing, and cultural diversity. Included in this program area are workshops and training opportunities we provide to Extension educators who in turn train others in their community.

WVU-ES contracts with OSHA to train workers. Topics include updates for construction industry outreach, OSHA standards for maritime, standards for general industry, occupational safety and health standards for construction, contractor refresher, inspector refresher, designer refresher, asbestos building inspector, asbestos management planner refresher, and general industry hazard awareness.

In 2012, WVU Extension recorded **338** educational activities in the workforce development program area. There were **2773** direct adult contacts. In this category there were 40,182 indirect contacts, trainees who were trained by our certified OSHA authorized outreach trainers.

Leadership Development

WVU Extension relies on volunteers to carry out programs in the community. Specific programs, such as 4-H, train their own adult leaders and those efforts are reported under the youth development program area. Other groups who train their own volunteers training are our Community Education Outreach Service organization (CEOS), the Master Gardener program (reported under Food Security and World Hunger), and Energy Express (reported under Youth Development). Topics for volunteers include budgeting and planning for small organizations, public speaking, board responsibilities including serving as an officer, and communications. There were **253** educational activities reported, **4,678** direct adult contacts, and **256** direct youth contacts..

Community Development

WVU Extension implements a number of initiatives which have as its focus the development of local governments and community organizations. These initiatives include The First Impressions Program, Government Planning and Public Policy, Business Retention and Expansion, Community Development East, and the Power of 10. These programs attract participants who are interested in initiating downtown revitalization programs to improve their community's capacity to attract and retain new businesses and make communities more desirable places to live and work. This year there were **225** educational activities in this program area, **3,591** direct contacts

with adults, and **81** direct youth contacts.

2. Brief description of the target audience

Firefighters, EMS, law enforcement, first responders, upper management in the fire services, airport personnel, the general population, people who seek to implement or assist in the implementation of individual or employer compliance with state, federal, and local safety and health legislation, employers/owners of businesses, volunteers, immigrants, migrant workers, youth, disabled community members, and older adults.

Local businesses, community-based organizations, elected officials, community leaders, community residents, fairs and festivals boards, WVU ES faculty and staff

3. How was eXtension used?

One specialist serves on the Evaluation CoP and as such, contributed answers to FAQs and has reviewed other material and served on a leadership team to improve the offerings of the CoP.

V(E). Planned Program (Outputs)

1. Standard output measures

2012	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	11042	423620	337	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	2	2	4

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Number of educational activities

Year	Actual
2012	859

Output #2

Output Measure

- Number of educational materials created or updated

Year	Actual
2012	10

Output #3

Output Measure

- Number of educational materials distributed

Year	Actual
2012	11042

Output #4

Output Measure

- Number of professional presentations

Year	Actual
2012	2

Output #5

Output Measure

- Number of outside organizations collaborating within this program area

Year	Actual
2012	313

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Number of participants in workforce development programs who increase their knowledge.
2	Number of participants who improve or increase skills
3	Number of participants who change a behavior or use a new skill
4	Number of participants who train others
5	Number of people certified or licensed to practice in the field
6	Number of groups or organizations that change their procedures and/or policies
7	Number of new groups or organizations that are established or enhanced
8	Number of physical or social effects, such as disease, pollution, or crime that are reduced or eliminated
9	Number of economic improvements
10	Number of organizations that ask Extension professionals to train in leadership skills
11	Number of employers who comply with OSHA specified limits for exposure of workers to hazardous substances and conditions.

Outcome #1

1. Outcome Measures

Number of participants in workforce development programs who increase their knowledge.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	561

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Individuals in a variety of leadership positions in work environments and community associations need to discover personal strengths, recognize the strengths and differences in others, and identify communication styles.

What has been done

The Real Colors program has been presented in a variety of venues in West Virginia by specialists and county agents including camps, teen leader associations, a young adult conference, AFL-CIO groups, and county organizations. The Real Colors Personality Instrument identifies the four temperaments (Blue, Gold, Green, or Orange). It provides individuals with an effective tool for understanding human behavior.

Results

561 adults and youth increased their understanding of their own personal strengths and learned to identify and appreciate the strengths of others. They have also learned how to communicate appropriately to others in different temperament groups.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #2

1. Outcome Measures

Number of participants who improve or increase skills

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	1866

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The protection of workers' rights is an important issue in West Virginia. The Building and Construction Trades Department: The National Resource Center for OSHA Training, is a consortium of the George Meany Center for Labor Studies, National Labor College, AFL-CIO, and West Virginia University Safety and Health Extension. It was formed to provide training for workers in the building and construction trade.

What has been done

This year, West Virginia University Extension offered 263 OSHA training sessions. Topics include updates for construction industry outreach, OSHA standards for maritime, standards for general industry, occupational safety and health standards for construction, contractor refresher, inspector refresher, designer refresher, asbestos building inspector, asbestos management planner refresher, and general industry hazard awareness.

Results

1866 construction industry workers gained skills in safety and health standards as a result of attending OSHA workshops and seminars at WVU Extension.

4. Associated Knowledge Areas

KA Code	Knowledge Area
723	Hazards to Human Health and Safety

Outcome #3

1. Outcome Measures

Number of participants who change a behavior or use a new skill

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	151

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Communities trying to envision the future, need an accurate and unbiased picture of the present. The First Impressions program provides this perspective by helping a community learn about its strengths and weaknesses as seen through the eyes of a first-time visitor. Since its inception 48 communities have been visited and have received assessments of their towns/communities.

What has been done

The First Impressions program sends teams of anonymous visitors to the community where they record their first impressions. Team members pose as prospective business owners, vacationers, shoppers and potential residents. Retail stores, residences, education, government, tourism and accessibility to services are investigated. In 2012 Camden on Gault (40 participants) and Harrisville (20 participants) were visited and reports were sent to communities. In addition, tourism was added to the First Impression program.

Results

The majority of survey respondents indicated that the program led to positive changes in community and economic development conditions. Several communities looked inward and identified additional areas for improvement. Report findings were used to secure monetary resources; new partnerships were formed at the state and regional levels; and broader community participation in decision making at the local level was noticeable.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development
805	Community Institutions, Health, and Social Services

Outcome #4

1. Outcome Measures

Number of participants who train others

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	1613

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The West Virginia Community Educational Outreach Service (WVCEOS) has a strong tradition of education, service, and community development. Extension faculty members serve as advisers to local groups and the state board and develop WVCEOS program topics on timely issues. Program areas of emphasis include: preserving the environment, building family strengths, and increasing awareness of our global interdependence.

What has been done

County Extension agents produced lesson plans and trained CEOS members to deliver educational programs to their members at the county level. They also trained members in leadership skills at CEOS council meetings. This year 103 CEOS training activities were recorded.

Results

1,613 CEOS members were trained to train others in topics related to preserving the environment, building family strengths, increasing awareness of our global interdependence and leadership. They reproduced that training at their county meetings.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development
805	Community Institutions, Health, and Social Services

Outcome #5

1. Outcome Measures

Number of people certified or licensed to practice in the field

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	1231

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

After being trained by WVU-ES faculty, newly trained OSHA authorized outreach trainers are certified to implement hazard awareness courses to workers. This enhances the ability of WVU-ES to provide training to many more individuals.

What has been done

Our faculty taught 80 OSHA Education Center train-the-trainer courses in 2012. When the trainers from these OSHA courses successfully complete the course they become certified as OSHA authorized outreach trainers and then they went out and provided hazard awareness courses in their specialized areas. The new trainees receive DOL cards for 10 hour and 30 hour construction, 10 hour and 30 hour general industry, 16 hour disaster site worker, and 8 different cards for the maritime industry.

Results

1,231 trainers were certified as OSHA authorized outreach trainers in 2012. They went out and trained 40,182 individuals in 3,218 courses.

4. Associated Knowledge Areas

KA Code	Knowledge Area
723	Hazards to Human Health and Safety

Outcome #6

1. Outcome Measures

Number of groups or organizations that change their procedures and/or policies

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	4

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Each year, trade union organizations need to adjust their policies and procedures to fit the ever-changing laws and regulations passed by state and federal legislatures. They need timely information about these changes.

What has been done

Every year the WVU Institute for Labor Studies and Research conducts a wide variety of programs for thousands of trade unionists throughout the state, region, and nation. This year, they included: 2012 AFL-CIO Summer School, Labor Leadership Academy, 2012 CWA Summer School, Leadership Conference 2012 UMWA Summer School 2012 Union Women's Concerns Conference Advanced Steward Training United Mine Workers.

Results

In 2012, labor union organizations including the United Mine Workers Association, AFL-CIO , the Labor Leadership Academy, and the Construction Workers Association addressed issues related to collective bargaining, the Family Medical Leave Act, Social Work, and the Affordable Care Act, all of which were covered by training workshops and seminars and presented at the WVU Institute for Labor Studies and Research.

4. Associated Knowledge Areas

KA Code	Knowledge Area
803	Sociological and Technological Change Affecting Individuals, Families, and Communities
805	Community Institutions, Health, and Social Services

Outcome #7

1. Outcome Measures

Number of new groups or organizations that are established or enhanced

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	12

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The Community Design Team (CDT) at WVU Extension helps people make the most of their community. This program brings volunteer professionals to locales to assist community members in laying a course for the future. Self-reliant local economies and improved business climates are also goals of WVU-ES and the Business Retention and Expansion (BR&E) program promotes job growth by helping communities identify the concerns and barriers to survival and growth.

What has been done

Extension specialists worked with local municipalities (counties, cities, towns, businesses) to analyze their community and business plans and develop a plan for success. In 2012, 12 groups developed a strategic plan and pursued its implementation. This included the cities/towns of Madison, Harpers Ferry, Westover, Nitro, and Winfield, and the counties of Lewis, Preston, Putnam, and Randolph, as well as Holly Gray Park and the WV Conservation Department.

Results

12 towns, cities, counties, and organizations have completed strategic plans and are on their way to implementing them in their locations. This should lead to the strengthening of local government functioning as well as business sustainability.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development
805	Community Institutions, Health, and Social Services

Outcome #8

1. Outcome Measures

Number of physical or social effects, such as disease, pollution, or crime that are reduced or eliminated

Not Reporting on this Outcome Measure

Outcome #9

1. Outcome Measures

Number of economic improvements

Not Reporting on this Outcome Measure

Outcome #10

1. Outcome Measures

Number of organizations that ask Extension professionals to train in leadership skills

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	8

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

WVU-ES through the Workforce and Community planned program provides educational programs and technical assistance to strengthen the capacity of citizens and organizations throughout the state of West Virginia. It does this by responding to the needs of local and state institutions and organizations.

What has been done

In 2012, types of organizations requested training from WVU-ES faculty. These included trade unions, OSHA, counties, towns, and other local municipalities, businesses, community

organizations such as CEOs, HeadStart, senior centers, tourist organizations, and schools, and WVU departments and centers.

Results

8 types of organizations have received training from faculty within the Workforce and Community Development in 2012. This represents at least 50 organizations that have improved their organizational knowledge and skills.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development
723	Hazards to Human Health and Safety
805	Community Institutions, Health, and Social Services

Outcome #11

1. Outcome Measures

Number of employers who comply with OSHA specified limits for exposure of workers to hazardous substances and conditions.

Not Reporting on this Outcome Measure

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Government Regulations
- Populations changes (immigration, new cultural groupings, etc.)

Brief Explanation

Two major storms affected programming, especially tourism.

The low economy has affected towns and communities as they plan for economic development.

V(I). Planned Program (Evaluation Studies)

Evaluation Results

Although communities in the First Impressions program were overwhelmingly successful in implementing at least some program suggestions, barriers to both project initiation and completion were common. Overall, 89% (n=16) of communities identified barriers that limited their ability to carry out improvements. Seventy-two percent (n = 13) reported money and resources, 28% (n=5) reported human capital and vision, and 11% (n=2) indicated turnover in government leadership.

In many communities these barriers were overcome by engaging in partnerships with other state/regional initiatives and development organizations. Beyond the partnerships described previously, 28% (n=5) of community representatives indicated participating in West Virginia University's Community Design Team; 33% (n = 6) participated in downtown revitalization efforts including WVU Extension Service's Power of Ten (n=1) and the West Virginia Department of Commerce Main Street West Virginia program (n=5); and 22 % (n = 4) were involved with broad community leadership and revitalization initiatives led by the West Virginia Community Development HUB, West Virginia Department of Commerce, and Federal Home Loan Bank of Pittsburgh.

Seven communities reported actively seeking and/or receiving grants. Five communities received ARC/WV Development Office Flex-E-Grants providing between \$3,000 and \$10,000 per community for leadership and community capacity building programs. Two communities received awards from the West Virginia Brownfield's Assistance Center's FOCUS program, which provides \$5,000 and site redevelopment support for community-based Brownfield's projects. The ability to secure funding was especially important in the First Impressions Program success. Analysis using Pearson r (Coefficient/Cases 1-tailed Significance) revealed a moderate positive correlation between communities receiving Flex-E-Grant money and those reporting improvements in the general condition of their community as a result of the program participation, $r = 0.41$, $p \leq 0.05$.

Key Items of Evaluation