

V(A). Planned Program (Summary)

Program # 7

1. Name of the Planned Program

Community Vitality

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
403	Waste Disposal, Recycling, and Reuse		5%		5%
502	New and Improved Food Products		5%		5%
602	Business Management, Finance, and Taxation		30%		30%
604	Marketing and Distribution Practices		10%		10%
605	Natural Resource and Environmental Economics		10%		10%
608	Community Resource Planning and Development		40%		40%
	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	0.0	12.0	0.0	1.0
Actual Paid Professional	0.0	7.0	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
0	370566	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	303219	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

The WVSU office of Community and Economic Development worked collaboratively with various partners including the WVSU Research component, WVU Extension, local non-profits, government agencies, community members, and local businesses to address community vitality for targeted urban and rural distressed communities.

Several integrated approaches were employed over the year to support economic viability, targeting the macro (community) and micro (individual) levels. At the macro level, a focus on sustainable communities through the national Mainstreet® model was continued and additional communities were targeted for service. Until the close of the Rural Business Services program in September 2012, we continued to focus on supporting entrepreneurship and business development in specialty foods with the annual Recipe Challenge, the WV Made co-operative, operating now under the new trade association name Artisans Trade Association, and agri-tourism with the Heritage Farm efforts. Programs and outreach also focused on green development including high performance building, sustainable site development, water and energy conservation, energy efficient building codes, community gardens, farmers markets and trails. A new pilot program developed by the Southern Rural Development Center titled "Turning the Tide on Poverty" was deployed by CED staff, providing a community led process for identifying issues related to poverty in the community, and working through the development and implementation of strategies to address these issues. We also expanded community development efforts related to disaster preparedness on the statewide level to Southern West Virginia.

Also, at the macro level, regional economic analysis and development of new regional clusters for business expansion continued to be a focus area for both the CED research and extension efforts. The second year of the Stronger Economies Together, the national USDA Rural Development initiative piloted by WVSU Extension, was deployed. This program helps counties form regional economic partnerships that are provided with extensive economic analysis followed by the development of deployment strategies aimed at fully developing their market share and enhancing economic growth or stability.

CED staff worked extensively with pre-launch and early stage business owners by providing business training, one-on-one coaching, mentoring services and networking opportunities. A new initiative, DigiSo, (Digital and Social Media) was launched to attract and serve a growing number of 'solopreneurs', mobile creative professionals, businesses and organizations interested in learning how to expand opportunities using rich media and digital communications. Our Economic Development Center was remodeled, physically and programmatically, to serve the state as an incubator for creative economy businesses. The facility also offers an affordable video and rich media production facility, co-working office

space, and workforce training in creative economy, business and entrepreneurship subjects, with a special emphasis on innovation and creative economy skills and knowledge.

Workforce development efforts continued to include training programs that assist women and minorities in entering the traditionally male dominated building and highway construction industries.

2. Brief description of the target audience

- Community leaders, government officials and agencies, community members, professional organizations and non-governmental organizations, building contractors and industry vendors, small business owners agricultural and non-agricultural, potential business start-ups, unemployed and under-employed workforce members (with focus on low-to-mod income) and regional economic development authorities.

3. How was eXtension used?

eXtension webinars focused on digital and social media best practices for rural and small businesses were marketed through our Website, our site-based promotional media, and via our Facebook and Twitter accounts, and when possible, eXtension offerings are promoted in public appearances.

V(E). Planned Program (Outputs)

1. Standard output measures

2012	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	4981	9800	0	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	0	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- WVSUES will provide technical assistance with various community planning, disaster preparedness and/or re-development efforts

Year	Actual
2012	26

Output #2

Output Measure

- Number of potential, start-up and existing small business owners served with training, mentoring and other assistance programs.

Year	Actual
2012	195

Output #3

Output Measure

- Educational programs and initiatives related to community revitalization including green projects, will be provided and/or supported.

Year	Actual
2012	16

Output #4

Output Measure

- Workforce development participants receiving necessary training and placement assistance for targeted industries.

Year	Actual
2012	73

Output #5

Output Measure

- Grants, financial awards or new partnerships to support initiatives will be developed, received and utilized.

Year	Actual
2012	7

Output #6

Output Measure

- Number of regional and local economic development initiatives initiated, led, and supported by faculty and staff members.

Year	Actual
2012	15

Output #7

Output Measure

- Number of volunteers, community members, and stakeholders actively involved in initiatives.

Year	Actual
2012	1799

Output #8

Output Measure

- Number of small business owners working on facade renovations.
Not reporting on this Output for this Annual Report

Output #9

Output Measure

- Number of youth receiving entrepreneurship education.
Not reporting on this Output for this Annual Report

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Communities will implement components of their strategic action plans or regional economic development plans.
2	Potential business owners or existing small businesses received financial assistance, obtained a business licenses or reported an increased knowledge of relevant business issues as a result of participation in CED programs.
3	Participants of workforce training programs successfully complete training programs resulting in certification for job placement, enhanced industry skills or employment.
4	Grants, financial awards or partnerships will be awarded or developed for use to support CED initiatives.
5	Participants report increased comprehension of revitalization or green development principles.

Outcome #1

1. Outcome Measures

Communities will implement components of their strategic action plans or regional economic development plans.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	7

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

West Virginia communities have an overwhelming number of abandoned, dilapidated properties, and virtually no budget to deal with them. Municipalities struggle also with growing costs and complexities of waste disposal, recycling, and reuse. These issues combined lower not only individual or community property value, but that of the entire region. As communities across the state compete to retain and attract talent and business, these issues often take center stage in planning sessions.

When asked to identify and prioritize a community's most pressing problems and potential solutions, there is rarely consensus right away. West Virginia communities engaged in regional planning are no different. Rarely do regional planning participants readily agree on how to best leverage assets including buildings, natural resources and landscapes, equipment, infrastructure, individuals, organizations, institutions, etc. to grow economic opportunity and improve quality of life. And even more rarely do regional planning participants collectively devise a common strategy to address targeted issues. Ineffective strategic planning ultimately becomes serious budget and business development concerns, as solutions to costly problems are not addressed, and community resources are often not leveraged for the highest and best purposes.

What has been done

In Southern West Virginia, our CED agents have led and participated in planning initiatives involving at least six communities, resulting in effective regional planning strategies and action plans specifically targeting waste removal, recycling and reuse.

Results

We have organized the removal of over 440 tons of trash and 21,000 tires from Fayette,

Mercer, Nicholas, Raleigh, Summers and Wyoming. We will conduct the 3rd Annual Mountain Pride Litter Sweep this year. We have made a visible impact on the appearance of the region and through public awareness of the effort, we are keeping the issue of litter as a priority to the revitalization of our communities. We are creating a network of individuals who will continue this annual sweep in future years. We have elevated the practice of deconstruction as an alternative to demolition to help keep valuable, often one-of-a-kind building materials in the value stream. We are now working closely with these six counties as they develop new comprehensive plans. CED agents provide comprehensive planning facilitation, GIS Community Analyst services, regional planning facilitation, Disaster Preparedness expertise and planning facilitation, community building and networking event planning expertise, green building and sustainable community development technical information and consulting.

4. Associated Knowledge Areas

KA Code	Knowledge Area
403	Waste Disposal, Recycling, and Reuse
608	Community Resource Planning and Development

Outcome #2

1. Outcome Measures

Potential business owners or existing small businesses received financial assistance, obtained a business licenses or reported an increased knowledge of relevant business issues as a result of participation in CED programs.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	260

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Every community wants to attract and retain jobs in growth industries. Start-ups are responsible for the highest number of jobs created, so it makes sense to support new businesses with financial assistance, training, and general support. Established businesses are responsible for highest rate of job destruction, so it is equally important to determine what existing businesses need to improve efficiency, and to stay competitive in a very dynamic, increasingly digital market. Also, it is important for every community to understand the churn of the job cycle, and the relationship between start-ups, existing businesses in various stages of their life-cycle, and

community viability and economic sustainability. Communities that provide excellent business support services play a serious role in community vitality.

What has been done

We studied industry clusters and created tailored programs to match needs in agri-business, entrepreneurship, and creative community and innovation economy development. We organized business networking forums, created market-responsive information sessions for small business owners, launched a new co-working facility that features an incubator for businesses that use or engage in digital and social media (film, editing, and rich media equipment), and offered expertise in business development technologies. CED agents have created partnerships with lenders, educators and local business owners to provide loan assistance, group business training, one-on-one mentoring and coaching, and referrals for professional services beyond our expertise.

Results

While serving 18 counties; more than 135 loan inquiries were fielded. 19 loan applications were submitted to the loan board in Wyoming County, WV. 13 loans were approved by the loan board. 8 businesses received loans in 2012: 6 micro-loans totaling \$103,800 and 2 revolving loans totaling \$141,357. 4 small business loans were made for \$158,000

Total 2012 loans closed were \$403,157.

An estimated 100 businesses received training, mentoring, and or coaching services, reporting and/or demonstrating an increased understanding of business issues. Also, the state's first crowd-funding initiatives were launched at our Economic Development Center

Through the West Side Main Street Program, 82 businesses are served with educational and networking programs for all stages of the business cycle. Also, the EDC is positioned statewide as a virtual and physical resource for new economy business and workforce development resources and information

4. Associated Knowledge Areas

KA Code	Knowledge Area
502	New and Improved Food Products
602	Business Management, Finance, and Taxation
604	Marketing and Distribution Practices

Outcome #3

1. Outcome Measures

Participants of workforce training programs successfully complete training programs resulting in certification for job placement, enhanced industry skills or employment.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	73

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Research on high growth and in-demand industries, best paying new jobs, and workforce trends supports our decision to provide targeted services, resources and information aimed at growing entrepreneurship and workforce development skills for innovation-based economic growth. Traditional industry jobs are declining rapidly in coal mining and production in Appalachia as gas and renewable energy markets grow. Training for careers in creative and technical industries is rarely encouraged or available to individuals in coal communities. These communities will suffer the most as coal companies shed employees over the next five-twenty years.

Unemployment rates in several communities are already over 10.1 percent. With no big industry waiting in the wings to take the place of coal, and the gas industry's plummeting market prices and lack of hiring consistency throughout the state, some state and local leaders are asking what the next step should be to mitigate what some consider the most serious impending economic crisis West Virginia communities have ever known. The answer heard often is cultivating a culture of entrepreneurship, and supporting small businesses that can operate anywhere, as long as broadband is accessible.

What has been done

We have restructured our Economic Development Center to physically and virtually serve and support the state's existing and would-be business owners and entrepreneurs, WVSU Extension and Research initiatives and other non-governmental organizations, with distance learning, rich media production equipment, facilities and expertise, and business development training and services. Our new programs reflect our emphasis on creative industries like digital communications and marketing, film making, multimedia production, database development and management, application development and software programming and development and video game design. With the growing emphasis on energy efficiency, resource conservation, and healthy homes and communities, our program development has grown to include training that offers portable skills in energy efficiency, management, and high performance residential design, construction and retrofitting.

Results

63 individuals attended creative economy workshops and skill-building training sessions. New programs for app developers, game designers, and social entrepreneurs are scheduled to launch summer 2013.

Construction training is regularly offered to women and minorities. We have built the capacity to reach small communities throughout the state, offering cutting edge information and resources

through web conference and distance learning infrastructure.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #4

1. Outcome Measures

Grants, financial awards or partnerships will be awarded or developed for use to support CED initiatives.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	11

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

CED leadership and agents actively sought multiple new opportunities for diverse funding and program support through grants and strategic partnerships, while maintaining strong relationships with existing partners. Much of the CED's grant and partner support was focused on supporting the collaborative efforts of nine counties impacted by the new world-class Boy Scouts of America High Adventure Camp, but regional partnerships and cost sharing strategies have enabled CED agents to assist with the facilitation of multiple planning initiatives, employee trainings, and business development programs that otherwise would not have been created or delivered.

What has been done

We have created and maintained key partnerships with regional stakeholders who offset CED agent salaries, collaborate on grant applications, and offer community resources to joint projects. Partners include the USDA, New River Gorge Regional Development Authority, Paint Creek Scenic Trail, Tamarack Foundation, Meadow River Trail, Nicholas County Airport Authority, Beaver Enterprise Corporation, Fayette County Farmland Protection Board, National Coal Heritage Area, WV GreenWorks, WV State Department of Education, Wyoming County Economic Authority, Create WV, and the US Green Building Council.

Results

In partnership with the New River Gorge Regional Development Authority, we produced a Beautification Toolkit that is currently being used to help communities prepare for the arrival of visitors to the 2013 Boy Scouts of America Jamboree. This toolkit is being presented to communities in Fayette, Mercer, Nicholas, Raleigh, Summers and Wyoming Counties to encourage them to take simple and low cost steps to create a better first impression on visitors to our region. This toolkit will be expanded to include joint offerings from the WVSU Extension program to communities around the state. Offerings will include training and information for certified deconstruction, high performance building and green certifications for buildings and communities, energy management and efficiency workforce development and training programs, as well as low cost/no cost beautification strategies. Fifty percent of three of the CED agents' salaries are covered by regional partners. Youth entrepreneurship programs are being piloted for statewide adoption.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #5

1. Outcome Measures

Participants report increased comprehension of revitalization or green development principles.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	1230

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

As communities search for ways to compete for talent and jobs, community revitalization, energy efficient building stock, and sustainability are key for attracting and retaining job creators. Construction industry research indicates a significant slowing of new construction projects for both residential and commercial markets, while the remodeling industry exceeds retail revenue, nationally. There is renewed emphasis on fixing what communities have (the built environment) for creative economy workers (people who can live and work anywhere, as long as they have

broadband). Rising energy costs and savvy, knowledgeable consumers are forcing would-be rehabilitation experts to improve properties for efficiency, indoor air quality, water and resource conservation, and for higher resale value. The high performance construction market was the only market to see growth in the recent economic recession. West Virginia has what some have rated as the nation's fourth largest number of available existing buildings. Business owners, building owners, community developers, realtors, and real estate developers are all looking at new ways to revitalize WV towns and communities, filling rehabbed spaces with good paying job creators.

What has been done

CED leadership has focused program development efforts on supporting the cultivation of creative/innovation workers, entrepreneurs, and communities. We've developed physical facilities, program and expert capacity to assist digital and social media entrepreneurs, traditional small businesses, and community/municipal leaders with new economy and initial sustainability growth plans, training, and resources that connect individuals and organizations with new problem solving strategies and information.

Results

More than 1200 people have participated in community improvement initiatives, from litter sweeps to green school programs to energy efficiency training and information sessions. Significant improvements in The Economic Development Center's capacity to support and connect multiple training and community building initiatives through digital and social media has meant the engagement of new audiences across the state, and new partnerships in creative, sustainable community development. Due in large part to our support of community and industry education programs in efficiency and sustainability, legislation is on track to be adopted this session to align the residential and commercial building codes with the standards specified in the 2009 International Energy Conservation Code. This means more than \$220,000,000 of savings through energy efficiency and conservation between 2012 and 2030.

4. Associated Knowledge Areas

KA Code	Knowledge Area
403	Waste Disposal, Recycling, and Reuse
605	Natural Resource and Environmental Economics
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
- Public Policy changes
- Government Regulations
- Other (Demographic changes)

Brief Explanation

Program funding and staff changes had a significant impact on our Rural Business Services program. Many of the programs that touched 18 counties are transitioning to new program leaders with CED's assistance.

V(I). Planned Program (Evaluation Studies)

Evaluation Results

Communities are being served, additional businesses and entrepreneurs are coming to WVSU for assistance with new and existing business development initiatives. Communities are also asking for sustainable community and beautification expertise.

Key Items of Evaluation

Entrepreneurs and small business owners served
Volunteer and stakeholder engagement
Community interest in programs
Community revitalization projects initiated and completed