

V(A). Planned Program (Summary)

Program # 4

1. Name of the Planned Program

Social and Economic Opportunity

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
601	Economics of Agricultural Production and Farm Management	0%	80%	16%	100%
602	Business Management, Finance, and Taxation	6%	1%	14%	0%
603	Market Economics	0%	0%	14%	0%
604	Marketing and Distribution Practices	21%	0%	10%	0%
605	Natural Resource and Environmental Economics	0%	0%	18%	0%
606	International Trade and Development	0%	0%	12%	0%
607	Consumer Economics	0%	19%	7%	0%
608	Community Resource Planning and Development	72%	0%	9%	0%
610	Domestic Policy Analysis	1%	0%	0%	0%
Total		100%	100%	100%	100%

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

Year: 2013	Extension		Research	
	1862	1890	1862	1890
Plan	25.0	2.5	3.0	2.0
Actual Paid Professional	30.0	4.0	10.4	0.5
Actual Volunteer	25856.0	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
539661	239318	583291	25217
1862 Matching	1890 Matching	1862 Matching	1890 Matching
508146	24334	1666025	8406
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	1176631	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

- Delivery of educational programming and workshops on topics such as understanding community dynamics, asset analysis, business planning, marketing and hospitality management
- Efforts to educate producers about marketing and adding value to Kentucky Agricultural products including MarketMaker, Agritourism, Farmers Markets, Kentucky Proud Campaign, specialty livestock markets and marketing programs, Kentucky Entrepreneurial Institute, etc.
- Formation of nontraditional advisory councils in the areas of community and economic development, tourism, agritourism, and arts where appropriate need and resources are identified
- Research projects include an assessment of the economic impact of the equine industry in Kentucky, and urban vs. rural food access and cost, and the creation of consumer demand and market valuation models for the produce sector
- The Family Economics and Management Program will focus on Earned Income Credit and Tax Credit opportunities for Kentucky Families. Youth entrepreneurship education, Entrepreneurial development and outreach to educate local officials and leaders on the importance of planning for economic development

KSU has research projects focusing on aquaculture and livestock integrated into a farm analysis for limited resource farmers and documenting oral histories of black farmers in Kentucky.

2. Brief description of the target audience

- county extension agents
- Kentucky crop, livestock, produce producers
- entrepreneurs
- agritourism providers
- active and potential community leaders
- 4-H members
- scientific community
- High school students, teachers, and counselors
- Locally elected and appointed officials

3. How was eXtension used?

Extension professionals accessed materials available through eXtension (publications, webinars, collaborated with colleagues)

V(E). Planned Program (Outputs)

1. Standard output measures

2013	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	458260	2550951	93218	522484

2. Number of Patent Applications Submitted (Standard Research Output)

Patent Applications Submitted

Year: 2013

Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2013	Extension	Research	Total
Actual	3	4	7

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Published research journal articles

Year	Actual
2013	4

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Number of new coalitions formed as a result of Extension efforts
2	Number of individuals reporting changes in knowledge, opinions, skills or aspirations related to economic or enterprise development
3	Number of farmers self-reporting an increase in profits as a result of adopting one or more practices recommended by Extension
4	Number of citizens (youth & adults) utilizing skills learned through Extension programming

Outcome #1

1. Outcome Measures

Number of new coalitions formed as a result of Extension efforts

2. Associated Institution Types

- 1862 Extension
- 1890 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	339

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Extension strives to form coalitions with various partners at the local and state level. With the increasing level of accountability needed, the organization is working to form more ties with those that can help enhance programming efforts.

What has been done

The Bluegrass and Lake Cumberland Area FCS Agents and Cultural Arts Chairpersons collaborated to host a very successful combined Heritage Skill Retreat. Barren River Area Development District (BRADD) hosted a Leadership Appreciation Breakfast for state legislators, local county judge executives, county Extension district board and extension council chairpersons. The Kentucky 4-H Performing Arts Troupe and Leadership Board were created.

Results

At the Heritage retreat, a variety of classes were offered allowing participants the opportunity to learn new cultural arts skills, and demonstrate leadership. Almost half of the participants said they are returning to their county to teach new skills to their Homemaker clubs, friends, family, and to hold classes at their county Extension Office. The Leadership Appreciation Breakfast has been a useful tool to reiterate to Kentucky lawmakers and local officials the relevance of the Extension system. A total of 339 additional coalitions have been formed as a result of Extension efforts. Several Kentucky counties have formed Farm to school programs, a coalition with their local school systems. The KSU Small Farms Program assisted producers in identifying opportunities to generate additional operating funds.

4. Associated Knowledge Areas

KA Code	Knowledge Area
604	Marketing and Distribution Practices
608	Community Resource Planning and Development

Outcome #2

1. Outcome Measures

Number of individuals reporting changes in knowledge, opinions, skills or aspirations related to economic or enterprise development

2. Associated Institution Types

- 1862 Extension
- 1890 Extension
- 1862 Research

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	22668

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Developing community infrastructure supportive of higher quality of life opportunities is a critical component of economic initiatives.

What has been done

A local partnership with the Chamber of Commerce, Extension Service, local government, and the Barren River Lake Corps of Engineers facilitated the development of the new Port Oliver Recreational Area on the Allen County shoreline of Barren River Lake. Local Kentucky businesses and non-profit organizations have been promoted at business expos across the state. Rowan County 4-H conducted entrepreneurship classes to two 5th grade classrooms for two weeks using the Be The "E" and BizWorld curricula.

Results

As a result of improvements to recreational areas, there has been an improvement in quality of life. Also, businesses have profited due to having venues where they can sell their products. These events also help promote all aspects of the Cooperative Extension Service to show taxpayers what is available through our educational resources, programs and leaders. As a result of the Be the "E" program in Rowan County, more than 87% of the 69 students reported that they learned the difference between supply and demand, how to calculate the record profit and loss income and the five steps to starting a business.

4. Associated Knowledge Areas

KA Code	Knowledge Area
601	Economics of Agricultural Production and Farm Management
602	Business Management, Finance, and Taxation
603	Market Economics
604	Marketing and Distribution Practices
605	Natural Resource and Environmental Economics
607	Consumer Economics
608	Community Resource Planning and Development
610	Domestic Policy Analysis

Outcome #3

1. Outcome Measures

Number of farmers self-reporting an increase in profits as a result of adopting one or more practices recommended by Extension

2. Associated Institution Types

- 1862 Extension
- 1890 Extension
- 1890 Research

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	8608

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Extension has been instrumental in assisting farmers with the transition away from tobacco since the tobacco buy-out. However, agents have been faced with the challenge of encouraging farmers to explore new means of generating income. This calls for farmers to venture into areas that may not be as familiar to them.

What has been done

Kentucky Master Settlement Funds are helping farmers to diversify and to make needed improvements in individual farm operations. KSU Small Farm Programs worked with Farm Service Agency (FSA) and KY Ag Development Board to help farmers obtain operating funds.

The KSU small farm program worked with small-scale poultry producers to realign their business models, optimize the use of the KSU mobile processing unit (MPU) to increase their profits, and provide more product to local consumers. KSU also hosted the annual Small, Limited-Resource, Minority Farmers Conference for 200 minority and women farmers from KY and the Southern Region. In addition, the marketing of aquaculture alternative freshwater species (such as freshwater prawns, catfish, and largemouth bass) in Kentucky was examined.

Results

KSU assisted a beekeeping group in securing a \$3,000 Small Scale Farm Grant to purchase honey-extracting equipment for allowing faster honey extraction, with reduced health risks, due to reduced human contact with extraction. In addition, with funding from the Governor's Office of Agricultural Policy, the KSU Center for Sustainability of Farms and Families administered the Small Scale Farm Grant Program of more than \$233,902 to 53 recipients to enhance their farming enterprises. As a result of the Farm to School Program in Wayne County, Students picked over 2,000 lbs. of grape tomatoes that were utilized by the school food service. These tomatoes, worth about \$4,000, represent half of the value of the produce provided and utilized by the school lunch system.

4. Associated Knowledge Areas

KA Code	Knowledge Area
601	Economics of Agricultural Production and Farm Management
602	Business Management, Finance, and Taxation
604	Marketing and Distribution Practices
607	Consumer Economics
608	Community Resource Planning and Development

Outcome #4

1. Outcome Measures

Number of citizens (youth & adults) utilizing skills learned through Extension programming

2. Associated Institution Types

- 1862 Extension
- 1890 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	184987

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Middle school students in economically distressed Appalachian counties are faced with the challenge of eventually leaving the region or creating their own enterprises. It is estimated that more than 20% of rural Americans have their own part-time or full-time businesses. This percentage is expected to continue to grow over the next decade.

What has been done

E-Discovery Challenge is a unique youth entrepreneurship program in Kentucky that gives teachers the tools to help students launch new businesses, generate income and still meet state-mandated learning requirements. KSU also conducted educational programming for limited resource and minority farmers, as well as working with teen women addicted to drugs and alcohol.

Results

Extension taught 207 teachers who helped almost 2,600 middle school students to launch 535 new businesses which sold products and services to members in the community. Students learned how to stimulate creativity, build teams; conduct market research; develop marketing plans and financial projections; repay seed money and sell products or services. Based on evaluations from teachers, the program has achieved significant successes. The teachers reported that the program has helped them and the students to be more creative. Students, parents, community members and others have been energized by the experience. Eighteen teachers reported that the program had a positive impact on test scores; while most of the others indicated it "probably" had an impact. KSU worked with limited-resource and minority farmers to add small commercial vegetable (SCV) farming to their enterprises. SCV enterprises have resulted in \$5,000 to upwards of \$70,000 gross revenues for these farmers. Out of the participants involved in the KSU program that addressed the needs of women struggling with substance abuse, one participant gained employment and 2 enrolled in college.

4. Associated Knowledge Areas

KA Code	Knowledge Area
601	Economics of Agricultural Production and Farm Management
602	Business Management, Finance, and Taxation
603	Market Economics
604	Marketing and Distribution Practices
605	Natural Resource and Environmental Economics
606	International Trade and Development
607	Consumer 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
- Competing Public priorities
- Competing Programmatic Challenges

Brief Explanation

V(I). Planned Program (Evaluation Studies)

Evaluation Results

Data included in outcomes

Key Items of Evaluation

Pre-post surveys, follow-up interviews, observations