

V(A). Planned Program (Summary)

Program # 6

1. Name of the Planned Program

Economic 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
601	Economics of Agricultural Production and Farm Management		10%		10%
602	Business Management, Finance, and Taxation		50%		50%
607	Consumer Economics		10%		10%
608	Community Resource Planning and Development		20%		20%
610	Domestic Policy Analysis		5%		5%
903	Communication, Education, and Information Delivery		5%		5%
	Total		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	0.0	5.0	0.0	2.0
Actual Paid Professional	0.0	7.7	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	231184	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	209263	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

To address economic and community development issues, Southern University Ag Center conducted the following activities:

1. Worked with existing organizations to strengthen links between businesses, community based organizations and outreach education.
2. Assisted established businesses with planning, market assessment, management, and marketing strategies.
3. Assisted local farmers and other producers to develop alternative enterprise initiatives for rural businesses.
4. Encouraged the development of agribusiness enterprises to include utilization of niche markets (vegetables, organic products pasture-raised poultry and beef, etc.) for agricultural producers.
5. Empowered community leaders and residents in the targeted areas to develop strategic plans for optimum utilization of natural resources (examples- BOLD, SET, Turning the Tide on Poverty, etc).
6. Provided research-based educational information to local and regional government leaders to aid them in policy formulation and strategies to enhance and sustain the small and minority business sector.
7. Disseminated research-based educational information to citizens through extension personnel in the form of publications, conferences, workshops, field days, home/office visits, demonstrations and other educational resources.
8. Collaborated with local, state and federal agencies to conduct a procurement conference for business owners and potential business owners.

2. Brief description of the target audience

Rural and urban dwellers, and those needing assistance with business start up and expansion were primary targets. Others targets include those who continued to experience high levels of poverty due to lack of economic opportunities. Also, individuals and communities with lack of skills for business start-ups, business expansions, housing, economic development and growth benefited. Under-represented, underserved, socially and economically disadvantaged groups in traditionally agricultural and urban communities in the state were also targeted.

3. How was eXtension used?

eXtension was used mainly by referring clients to the webpage and also referral of clients to "Ask an Expert" section.

V(E). Planned Program (Outputs)

1. Standard output measures

2013	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	12752	160440	0	0

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	0	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- 1. Number of educational program activities

Year	Actual
2013	391

Output #2

Output Measure

- 2. Number of educational contacts

Year	Actual
2013	173192

Output #3

Output Measure

- 3. Number of published materials distributed

Year	Actual
2013	2440

Output #4

Output Measure

- 4. Number of research & extension outreach publications developed (in-house)

Year	Actual
2013	19

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	1. Percent of clients who gained new knowledge/skills or gained awareness
2	2. Percent of adoption rate for recommendations by clients
3	3. Percent of clients who changed behavior or utilized information to gain positive economic results

Outcome #1

1. Outcome Measures

1. Percent of clients who gained new knowledge/skills or gained awareness

2. Associated Institution Types

- 1890 Extension
- 1890 Research

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Louisiana suffered economically and socially as a result of hurricanes and oil spill; these factors had devastating impact on business expansion growth and investment. The state was ranked among the top five states for poverty and for the opportunities of mainstream America. Louisiana's poverty rate (17 percent) was higher than the national average (12 percent). Poverty rate in some rural Louisiana parishes (counties) was as high as 27 percent. Rural areas in Louisiana suffer greatly from a lack of access to education, access to broadband internet connectivity, adequate healthcare, and persistent poverty. Most rural residents who do not have internet connections in their homes are completely excluded from the world wide web.

What has been done

In FY 2013, SU Ag Center refurbished an existing mobile unit with internet-ready laptop computers and printers to launch the E-Learning Mobile Unit. In collaboration with faith-based organizations and other community groups in 38 parishes the unit conducted online and other sessions in Microsoft Office Excel, Quick Books, Access, Publisher, E-Business, etc. to rural residents who do not have access to the internet. Sixty-five E-business sessions were conducted with 1,365 participants who learned the techniques of doing business online. They (some, for the first time) also learned Microsoft Office Excel, Quick Books, Access, Publisher etc. applications and other forms of information technology brought to them in a close proximity. Additional services provided through the E-Learning unit were: how to start and/or expand a business, how to market a business, proper accounting practices, how to develop a business plan, introduction to QuickBooks, how to gain access to capital, loan packaging assistance, how to manage cash flow, how to brand a business and other topics applicable to entrepreneurship. Parishes covered by the E-Learning Center include: Acadia, Ouachita, Allen, Pointe Coupee, Assumption, Rapides, Avoyelles, Red River, Bienville, Richland, Caddo, St. Helena, Caldwell, St. Landry, Catahoula, St. Mary, Claiborne, Tangipahoa, Concordia, Tensas, De Soto, Vermilion,

East Carroll, Washington, East Feliciana, Webster, Evangeline, West Carroll, Franklin, West Feliciana, Iberia, Winn, Iberville, Lincoln, Madison, Morehouse, Natchitoches and Orleans.

Results

Community leaders in three parishes (counties) gained knowledge on e-business and how it could impact the development and growth of businesses and ultimately economic development in their areas.

Participants at the E-Business seminars gained useful knowledge and skills needed to enhance their businesses practices, family and personal lives. Some of the participants were able to use the internet services provided to submit job applications, resumes, college applications, benefit applications, etc. A survey of the participants indicated that 100 percent of them said knowledge and skills gained will be useful to them and beneficial to enhancing their businesses and family lives. They also indicated that they will share information obtained at the seminars with their colleagues. Participants also stated that attendance at seminars conducted by the SU Ag Center saved them money in the form of fees that they could have paid to commercial seminars organizers.

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
607	Consumer Economics
608	Community Resource Planning and Development
610	Domestic Policy Analysis
903	Communication, Education, and Information Delivery

Outcome #2

1. Outcome Measures

2. Percent of adoption rate for recommendations by clients

2. Associated Institution Types

- 1890 Extension
- 1890 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Data collected from community residents, business owners, faith-based leaders, community leaders and varying disciplines across the state of Louisiana revealed the need for leadership development and board training statewide. Louisiana citizens and communities suffered economically and socially as a result of hurricanes and oil spill; these factors had devastating impact on business expansion growth and investment. The state was ranked among the top five states for poverty and for the opportunities of mainstream America. Louisiana's poverty rate (17 percent) was higher than the national average (12 percent). Poverty rate in some rural Louisiana parishes (counties) was as high as 27 percent. Rural areas in Louisiana suffer greatly from the lack of access to education, access to broadband internet connectivity, adequate healthcare, and persistent poverty. Many parishes (counties) developed individual strategic plans in hopes of attracting business and industry to their areas. What was lacking was the ability of these parishes to collaborate their strengths by coming together as a region to attract new businesses and industries. This project was developed to assist with this effort and piloted across selected states throughout the southern region of the U.S.

What has been done

In FY 2013 SU Ag Center faculty & staff continued to implement the Building Opportunities through Leadership Development (BOLD) program by conducting sessions for selected community leaders across the state. A training manual was developed in FY 2012, educational training sessions were held for cooperative extension agents on how to implement the leadership development manual.

In FY 2013, 24 individuals within rural and poverty-stricken communities selected to become leaders of change within their own communities actively participated in the following:

- Participated in 10 sessions and two experiential learning field trips.
- Facilitated dialogue and built relationships among individuals in their parishes and state among persons in leadership positions.
- Received laptop computers and were trained on the use of technology, MS Office and the internet to gather, assemble, analyze, and utilize information as leaders to the benefit of their communities.
- They were also taught effective use of technology and social media in modern electronic communications.

Other activities for the year were:

Leadership Styles Inventory (pre-test); Leadership Practices Inventory Assessment (post-test); monthly training sessions; SkillPath Training on Leadership Development and Management; community leadership development tours to New Orleans, LA; Jackson, MS; and Atlanta, GA. Additionally, project personnel and volunteers implemented the following:

- Worked with community organizations to expose participants to local opportunities to be in leadership roles.
- Compiled 100 leadership development manual and workbook with culturally appropriate messages, guides, education and instructional tools to improve leadership skills.

Results

In FY 2013, the BOLD program recorded the following impacts:

- All 24 participants reported being more engaged citizens as leaders in the communities. One graduate of the BOLD program was appointed by the Office of the Governor as a board member for Department of Health Services for state of Louisiana as a result of her participation in BOLD.

- The project director obtained another external grant for \$250,000 to implement Building Opportunities through Leadership Development (BOLD) program.
- Participants gained knowledge and skills from experts during the training sessions and are utilizing some of the information they obtained. Increased leadership skills and confidence among 24 participants by 100% according to surveys conducted, in their abilities to be leaders in their communities and the positions they serve.
- Increased ability to identify opportunities and strategies to lead community.
- Sustain existing nonprofit and faith-based organizations currently addressing economic development issues.
- Use strategies during leadership project to change one issue in community.
- Address the need for individuals within rural and poverty-stricken communities to lead economic development issues Develop new ideas that lead to successful community change.
- Knowledge of technology and its uses in communicating leadership, including the use of laptop, I-Pad, I-Phone, and other social media communication tools.
- One student, three project staff, and several volunteers gained new knowledge and skill about leadership training and development.
- One participant has become more involved in local and state politics, having run for office and lost by less than 1%. But, he has built relationships with state and national legislators and senators, addressing crime in rural communities.

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
607	Consumer Economics
608	Community Resource Planning and Development
610	Domestic Policy Analysis
903	Communication, Education, and Information Delivery

Outcome #3

1. Outcome Measures

- 3. Percent of clients who changed behavior or utilized information to gain positive economic results

2. Associated Institution Types

- 1890 Extension
- 1890 Research

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
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2013

0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Louisiana suffered economically and socially as a result of hurricanes and oil spill; these factors had devastating impact on business expansion growth and investment. The state was ranked among the top five states for poverty and for the opportunities of mainstream America. Louisiana's poverty rate (17 percent) was higher than the national average (12 percent). Poverty rate in some rural Louisiana parishes (counties) was as high as 27 percent. Rural areas in Louisiana suffer greatly from a lack of access to education, access to broadband internet connectivity, adequate healthcare, and persistent poverty.

What has been done

During FY 2013, the SU Ag Center did the following: worked with profit and non-profit organizations to strengthen links between businesses and community-based organizations; assisted small businesses with planning, market strategies/assessment, and management; assisted area local farmers to develop alternative enterprise initiatives. For FY 2013, 46 technology outreach workshops were conducted with 1,410 persons in attendance. Microsoft Office Excel, Quick Books, Access, Publisher and E-Business seminars are also continuing in seven Louisiana rural parishes. In collaboration with community organizations, 135 computers with access to the internet are available in 14 locations mainly in rural areas to serve 3,440 users. Additionally, the annual procurement conference was conducted with over 340 business owners and potential business owners in attendance.

Results

The 135 computers with internet access available in 14 locations and used by over 3,440 individuals saved those users about \$101,200 in annual bills payment. At the 2013 Procurement Conferences where 340 business owners and potential business owners participated, 96 percent respondents to a survey indicated that they gained knowledge and skills while 95 percent said knowledge and skills gained would be useful to their organizations in areas such as grant writing, evaluation, leadership, strategic planning, etc. Some 12 businesses were assisted in preparing loan application packages. Participants in the Microsoft Office Excel workshops, Quick Books, Access, Publisher and E-Business seminars are utilizing knowledge and skills gained to enhance their businesses, family and personal well being. With the assistance of our staff, 12 procurement contracts in construction and home renovation were awarded to several small contractors. In addition, 28 new businesses were started which created and retained 18 new jobs in the state. The Center for Rural and Small Business Development provided counseling, developed a business plan, financial statements and assisted in completing a loan package for a couple to start packaging their products. Their business developed creole seasoning called "Ha U Want it" which is selling in various local stores.

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
607	Consumer Economics
608	Community Resource Planning and Development
610	Domestic Policy Analysis

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Public Policy changes
- Competing Public priorities
- Competing Programmatic Challenges
- Populations changes (immigration, new cultural groupings, etc.)

Brief Explanation

Ongoing economic struggle caused serious setback on the availability of funds. In FY 2013, state appropriations were increased for the first time in almost six years. Federal Sequestration caused reduction in appropriations thus resulting in budget problems. Government priority changes caused the relocation of some program participants resulting in decline in number of citizens impacted. Additionally, Louisiana rural population continued to lag behind other 1890 states which resulted in the SU Ag Center receiving less federal formula funds. Furthermore, the continuing recovery from previous hurricanes (2005 and 2008) and the 2010 oil spill caused problems in the state and impacted outcomes.

V(I). Planned Program (Evaluation Studies)

Evaluation Results

- 96 percent gained knowledge and skills on how to procure contracts
- 95 percent said knowledge and skills gained will be useful to their organizations in areas such as grant writing, business assessment, leadership, strategic planning, etc
 - The Center for Rural and Small Business Development provided counseling, developed a business plan, financial statements and assisted in completing a loan package for a couple to start packaging their products. Their business developed a new creole seasoning called '**Ha U Want it**' which is selling in various local stores.

Key Items of Evaluation