

**V(A). Planned Program (Summary)**

**Program # 6**

**1. Name of the Planned Program**

Sustainable Community & 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
602	Business Management, Finance, and Taxation	25%			
604	Marketing and Distribution Practices	20%			
607	Consumer Economics	15%			
608	Community Resource Planning and Development	15%			
801	Individual and Family Resource Management	20%			
805	Community Institutions, Health, and Social Services	5%			
	<b>Total</b>	100%			

**V(C). Planned Program (Inputs)**

1. Actual amount of FTE/SYs expended this Program

Year: 2013	Extension		Research	
	1862	1890	1862	1890
Plan	11.5	0.0	0.0	0.0
Actual Paid Professional	4.6	0.0	0.0	0.0
Actual Volunteer	2.6	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
244945	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
713472	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
177575	0	0	0

## V(D). Planned Program (Activity)

### 1. Brief description of the Activity

- Create Connecting Kids to e-Commerce Curriculum
- General activities in support of Sustainable Community and Economic Development (Direct; Club, Conference, Program, Consultation, Scholarship, or Training)
  - General activities in support of Sustainable Community and Economic Development (Indirect; Applied Research, Media, Internet, Publication, Resulting from Training)
  - Personal and Family Resource Management Education (Direct; Club, Conference, Program, Consultation, Scholarship, or Training)
    - Resource Development and Management for Sustainable Communities (Direct; Club, Conference, Program, Consultation, Scholarship, or Training)
    - Resource Development and Management for Sustainable Communities (Indirect; Applied Research, Media, Internet, Publication, Resulting from Training)
    - Small and Home Based Business Management Education (Direct; Club, Conference, Program, Consultation, Scholarship, or Training)
      - Small and Home Based Business Management Education (Indirect; Applied Research, Media, Internet, Publication, Resulting from Training)

### 2. Brief description of the target audience

- 4-H Volunteers (Adult)
- 4-H Youth (Youth)
- Agricultural Producers (Adult)
- Agricultural Service Providers
- Business Assist Organization Staff (Adult)
- Community Leaders (Adult)
- Extension - staff (Adult)
- Extension Staff (Adult)
- Families (Adult)
- General Public (Adult)
- General Public (Youth)
- Internal Audience-University Faculty & Staff
- Master Gardener Volunteers (Adult)

- Small or Home-Based Business Owners - Current (Adult)
- Small or Home-Based Business Owners - Potential (Adult)
- Volunteers (Adult)

**3. How was eXtension used?**

- Limited staff membership and participation in communities if practice
- Access for information related to Planned Programs
- Resources referred to customers and clients
- Participation in selected webinars sponsored by eXtension.
- Create, edit, review, write FAQs, and articles
- Participation in selected professional development webinars sponsored by eXtension
- Identifying multi-state collaboration opportunities

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

2013	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Actual</b>	5529	610	197	4

**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
<b>Actual</b>	0	0	0

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- Direct; Club, Conference, Program, Consultation, Scholarship, or Training

<b>Year</b>	<b>Actual</b>
2013	1233

**Output #2**

**Output Measure**

- Indirect; Applied Research, Media, Internet, Publication, Resulting from Training

<b>Year</b>	<b>Actual</b>
2013	112

**V(G). State Defined Outcomes**

**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	Adopt sound business management practices
2	Increase profitability
3	Create jobs
4	Increase career aspirations and goal setting
5	Assess community needs and assets
6	Adopt effective community strategies
7	Mobilize community capacities, assets or resources
8	Demonstrate application of leadership skills
9	Assess current and projected impacts of climate change and adopt effective strategies to respond to and mitigate such change
10	Develop and assess a financial plan for managing household resources
11	Adopt a sustainable household budget
12	Make informed financial decisions
13	Model positive financial management behaviors to others
14	Engage positively in their community
15	Train, support and mentor others in leadership roles
16	Demonstrate leadership skills
17	Document dollars saved

18	Form/join citizen networks for citizen action and education
19	Demonstrate practices that improve efficiency, reduce inputs, or increase profitability
20	Increase consumption of healthful, locally-grown and produced food (farm to school program, food preservation, etc.)
21	Increase consumption of locally produced foods
22	Strengthen community capacities, human capital, building partnerships

**Outcome #1**

**1. Outcome Measures**

Adopt sound business management practices

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Actual
2013	849

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

**What has been done**

**Results**

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
604	Marketing and Distribution Practices
608	Community Resource Planning and Development
805	Community Institutions, Health, and Social Services

**Outcome #2**

**1. Outcome Measures**

Increase profitability

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	425

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

**What has been done**

**Results**

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
602	Business Management, Finance, and Taxation
604	Marketing and Distribution Practices
607	Consumer Economics
608	Community Resource Planning and Development
801	Individual and Family Resource Management
805	Community Institutions, Health, and Social Services

**Outcome #3**

**1. Outcome Measures**

Create jobs

**2. Associated Institution Types**

- 1862 Extension

### 3a. Outcome Type:

Change in Action Outcome Measure

### 3b. Quantitative Outcome

Year	Actual
2013	133

### 3c. Qualitative Outcome or Impact Statement

#### Issue (Who cares and Why)

Increasing Access to Capital for Maine Businesses: Aspiring and existing entrepreneurs need capital to start, improve, and expand their businesses to create good paying jobs for Maine people. By partnering with a regional economic development organization, traditional lenders are able to lower their risk and increase access to capital for Maine businesses.

#### What has been done

For the past ten years, UMaine Extension's small business program has collaborated with the Eastern Maine Development Corporation, a private non-profit economic development organization, by participating in (currently chairing) their small business Loan Review Committee in consultations with other lenders, business and community leaders.. The committee oversees credit and lending strategies and reviews funding proposals by commercial lending institutions to support innovative small business proposals.

#### Results

Results: In 2013 the Loan Review Committee approved 35 loans totaling \$4,079,650. These loans leveraged \$6,200,862 in additional capital. A total of \$10,280,512 was invested in local communities. A total of 73 jobs were created or retained.

### 4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
607	Consumer Economics

### Outcome #4

#### 1. Outcome Measures

Increase career aspirations and goal setting

#### 2. Associated Institution Types

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	147

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

**What has been done**

**Results**

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
602	Business Management, Finance, and Taxation
801	Individual and Family Resource Management
805	Community Institutions, Health, and Social Services

**Outcome #5**

**1. Outcome Measures**

Assess community needs and assets

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	64

### 3c. Qualitative Outcome or Impact Statement

#### Issue (Who cares and Why)

#### What has been done

#### Results

### 4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
604	Marketing and Distribution Practices
608	Community Resource Planning and Development
805	Community Institutions, Health, and Social Services

### Outcome #6

#### 1. Outcome Measures

Adopt effective community strategies

#### 2. Associated Institution Types

- 1862 Extension

#### 3a. Outcome Type:

Change in Action Outcome Measure

#### 3b. Quantitative Outcome

Year	Actual
2013	58

### 3c. Qualitative Outcome or Impact Statement

#### Issue (Who cares and Why)

Beach Profile Monitoring Program: Maine beach tourism brings in an about \$1.5 billion annually and accounts for 44,000 jobs. Beach erosion in Maine results from sea level rise, storms, and oceanfront development. UMaine's Beach Profile Monitoring Program measures changes in the distribution of beach sand. Tracking these changes allows Maine Geological Survey to identify seasonal, annual, and long-term (14 years) trends in beach erosion and accretion, thereby guiding beach management, investment, and emergency preparedness.

#### What has been done

Beach profiling is a simple surveying technique used to measure changes in the contour of the

beach. The program is a unique collaboration among local volunteers, participating municipalities, and scientists. Every month, volunteers monitor the changes in sand movement along beaches from York to South Portland. The program expanded to 2 new beaches in 2013.

**Results**

Results: The National Weather Service has applied beach profile data collected immediately pre- and post-storm to model storm impacts. These efforts serve to protect life and property by improving warning efforts for coastal storms. Beach profile data has also helped many southern Maine beachfront communities understand the pace of erosion, calculate the costs of future beach improvement projects, and define setbacks for building and improvements using science-based data from our program. Data collected at Wells Beach indicated that a recent harbor dredge and beach nourishment project apparently did not result in long-lived improvements to the width of the recreational beach. The town must now decide if it is economical to pay to barge sand to the site. The sand budget developed from the beach profile data indicates that the town would likely need 360,000 cubic yards of sand at a cost of \$4 per cubic yard, or \$1.44 M. The town must weigh this cost against the values that beaches provide.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
608	Community Resource Planning and Development

**Outcome #7**

**1. Outcome Measures**

Mobilize community capacities, assets or resources

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	50

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Community Economic Analysis: Many Maine communities have been challenged by economic rollercoasters and are looking for ways to sustainably grow their economies. The City of Ellsworth, a small service-center community in eastern Maine, has taken a proactive approach by developing a plan that fosters sustainable economic development. However, those developing the plan need to have a thorough understanding of the local economy, so they can develop informed

plans and improve the quality of business and public policy decision-making.

**What has been done**

In 2012, UMaine Extension, in cooperation with the UMaine School of Economics, conducted an in-depth analysis of Ellsworth's retail and service markets. Trends, strengths, weaknesses, and gaps in the local and regional retail markets were summarized in two reports presented to Ellsworth's Economic Development Committee and at a Chamber of Commerce event attended by about 70 business owners, community leaders, local government officials, and economic development professionals.

**Results**

Results: Our final reports were posted to the City of Ellsworth's website and highlighted in the city's last two annual reports. According to the city's Director of Economic Development, the University's reports played a critical role in successful efforts to help six retail businesses start up or expand their operations in Ellsworth during the past two years, adding 109 full- and part-time jobs to the local economy. Several business owners indicated that they had revised their marketing plans with the expectation of increasing their profitability as a result of attending the presentation. One local entrepreneur reported including information from the reports in his business plan and loan application to expand his downtown business. A reporter working for a local newspaper with a readership of more than 10,000 attended the presentation and subsequently wrote a feature article chronicling the information shared during the meeting.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
608	Community Resource Planning and Development

**Outcome #8**

**1. Outcome Measures**

Demonstrate application of leadership skills

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	118

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

**What has been done**

**Results**

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
602	Business Management, Finance, and Taxation
608	Community Resource Planning and Development
805	Community Institutions, Health, and Social Services

**Outcome #9**

**1. Outcome Measures**

Assess current and projected impacts of climate change and adopt effective strategies to respond to and mitigate such change

Not Reporting on this Outcome Measure

**Outcome #10**

**1. Outcome Measures**

Develop and assess a financial plan for managing household resources

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	325

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

**What has been done**

## Results

### 4. Associated Knowledge Areas

KA Code	Knowledge Area
607	Consumer Economics
801	Individual and Family Resource Management

### Outcome #11

#### 1. Outcome Measures

Adopt a sustainable household budget

#### 2. Associated Institution Types

- 1862 Extension

#### 3a. Outcome Type:

Change in Action Outcome Measure

#### 3b. Quantitative Outcome

Year	Actual
2013	16

#### 3c. Qualitative Outcome or Impact Statement

**Issue (Who cares and Why)**

**What has been done**

**Results**

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
607	Consumer Economics
801	Individual and Family Resource Management

## **Outcome #12**

### **1. Outcome Measures**

Make informed financial decisions

### **2. Associated Institution Types**

- 1862 Extension

### **3a. Outcome Type:**

Change in Action Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	384

### **3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

**What has been done**

**Results**

### **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
602	Business Management, Finance, and Taxation
607	Consumer Economics
608	Community Resource Planning and Development
801	Individual and Family Resource Management
805	Community Institutions, Health, and Social Services

## **Outcome #13**

### **1. Outcome Measures**

Model positive financial management behaviors to others

### **2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	5

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

**What has been done**

**Results**

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
602	Business Management, Finance, and Taxation
608	Community Resource Planning and Development
801	Individual and Family Resource Management
805	Community Institutions, Health, and Social Services

**Outcome #14**

**1. Outcome Measures**

Engage positively in their community

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	531

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

**What has been done**

**Results**

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
602	Business Management, Finance, and Taxation
604	Marketing and Distribution Practices
607	Consumer Economics
608	Community Resource Planning and Development
801	Individual and Family Resource Management
805	Community Institutions, Health, and Social Services

**Outcome #15**

**1. Outcome Measures**

Train, support and mentor others in leadership roles

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	149

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

**What has been done**

**Results**

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
602	Business Management, Finance, and Taxation
608	Community Resource Planning and Development
801	Individual and Family Resource Management
805	Community Institutions, Health, and Social Services

### **Outcome #16**

#### **1. Outcome Measures**

Demonstrate leadership skills

#### **2. Associated Institution Types**

- 1862 Extension

#### **3a. Outcome Type:**

Change in Action Outcome Measure

#### **3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	140

#### **3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

**What has been done**

**Results**

#### **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
602	Business Management, Finance, and Taxation
608	Community Resource Planning and Development
805	Community Institutions, Health, and Social Services

### **Outcome #17**

#### **1. Outcome Measures**

Document dollars saved

#### **2. Associated Institution Types**

- 1862 Extension

#### **3a. Outcome Type:**

Change in Action Outcome Measure

#### **3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	306

#### **3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

**What has been done**

**Results**

#### **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
602	Business Management, Finance, and Taxation
604	Marketing and Distribution Practices
607	Consumer Economics
608	Community Resource Planning and Development
801	Individual and Family Resource Management
805	Community Institutions, Health, and Social Services

### **Outcome #18**

#### **1. Outcome Measures**

Form/join citizen networks for citizen action and education

#### **2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	30

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

**What has been done**

**Results**

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
608	Community Resource Planning and Development

**Outcome #19**

**1. Outcome Measures**

Demonstrate practices that improve efficiency, reduce inputs, or increase profitability

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	334

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

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**What has been done**

**Results**

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
602	Business Management, Finance, and Taxation
607	Consumer Economics

**Outcome #20**

**1. Outcome Measures**

Increase consumption of healthful, locally-grown and produced food (farm to school program, food preservation, etc.)

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	550

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

**What has been done**

**Results**

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
608	Community Resource Planning and Development

**Outcome #21**

**1. Outcome Measures**

Increase consumption of locally produced foods

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	80

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

**What has been done**

**Results**

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
604	Marketing and Distribution Practices
608	Community Resource Planning and Development

**Outcome #22**

**1. Outcome Measures**

Strengthen community capacities, human capital, building partnerships

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2013	37

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

**What has been done**

**Results**

**4. Associated Knowledge Areas**

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

**V(H). Planned Program (External Factors)**

**External factors which affected outcomes**

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

**Brief Explanation**

**V(I). Planned Program (Evaluation Studies)**

**Evaluation Results**

- Before - After (before and after program)
- During (during program)
- Case Study

**Key Items of Evaluation**

