

V(A). Planned Program (Summary)

Program # 8

1. Name of the Planned Program

Community Resource and 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 |
|--------------|--|-----------------|-----------------|----------------|----------------|
| 608 | Community Resource Planning and Development | 25% | | 0% | |
| 609 | Economic Theory and Methods | 25% | | 0% | |
| 802 | Human Development and Family Well-Being | 5% | | 0% | |
| 803 | Sociological and Technological Change Affecting Individuals, Families, and Communities | 20% | | 0% | |
| 805 | Community Institutions, Health, and Social Services | 25% | | 100% | |
| 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 | 49.7 | 0.0 | 1.0 | 0.0 |
| Actual Paid Professional | 33.6 | 0.0 | 0.6 | 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 |
| 861897 | 0 | 0 | 0 |
| 1862 Matching | 1890 Matching | 1862 Matching | 1890 Matching |
| 861897 | 0 | 0 | 0 |
| 1862 All Other | 1890 All Other | 1862 All Other | 1890 All Other |
| 0 | 0 | 358027 | 0 |

V(D). Planned Program (Activity)

1. Brief description of the Activity

Extension will assist local communities in conducting the following activities:

- Development of demographic, economic, and fiscal profiles
- Development of economic analyses (e.g., feasibility, impact, export-base, business plans, commuting, trade, shift share, location quotients)
 - Providing technical assistance and holding community forums
 - Taking strategic planning surveys (e.g., market assessment, customer satisfaction, hospitality, health)
 - Developing market strategies
 - Conducting strategic planning workshops
 - Publishing a directory of local services
 - Developing quantitative profiles of health organizations
 - Conducting feasibility studies
 - Producing gap analyses
 - Promoting coalition building trainings
 - Conducting tourism development workshops
 - Providing customer service/hospitality trainings
 - Conducting leadership development workshops
 - Providing technical assistance to counties and municipalities in such areas as general management, financial administration, personnel administration, leadership development, economic development, community facilities and services, and solid waste management

2. Brief description of the target audience

The target audience for this program consists of local communities and their leaders, as well as community members interested in improving their community. These individuals include master Extension volunteers and 4-H volunteers.

3. How was eXtension used?

The resources provided through eXtension were used to supplement and enhance our public learning experiences provided by MSU Extension agents and specialists. eXtension was also used as a resource in state-based planning processes. Overall, 233 MSU employees are eXtension users, with 12 new registrations during this reporting period. Further, MSU Extension has 77 employees that serve on one or more of the 78 Communities of Practice (COPs); MSU Extension employees are members of 45 COPs. 13 MSU Extension employees serve as a leader for a COP, leading 9 COPs. 2 MSU Extension personnel are

members of the Diversity Equity and Inclusion COP. 2 MSU Extension personnel are members of the Enhancing Rural Capacity COP. 7 MSU Extension personnel are members of the Entrepreneurs and Their Communities COP. 3 MSU Extension personnel are members of the Extension Disaster Education Network COP. 5 MSU Extension personnel are members of the Network Literacy COP. 3 MSU Extension personnel are members of the Public Deliberation COP. 2 MSU Extension personnel are members of the Tourism and Recreation COP.

V(E). Planned Program (Outputs)

1. Standard output measures

| 2013 | Direct Contacts Adults | Indirect Contacts Adults | Direct Contacts Youth | Indirect Contacts Youth |
|---------------|------------------------|--------------------------|-----------------------|-------------------------|
| Actual | 153190 | 245603 | 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 | 3 | 14 | 0 |

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Number of clientele attending workshops, seminars, and short courses.

| Year | Actual |
|------|--------|
| 2013 | 66466 |

Output #2

Output Measure

- Number of communities requesting economic analyses.

| Year | Actual |
|-------------|---------------|
| 2013 | 2 |

Output #3

Output Measure

- Number of communities participating in community health improvement activities.

| Year | Actual |
|-------------|---------------|
| 2013 | 74 |

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

| O. No. | OUTCOME NAME |
|--------|--|
| 1 | Number of community leaders improving knowledge and skills. |
| 2 | Number of participants implementing strategies to improve public decision-making and/or increase civic engagement. |
| 3 | Number of local government officials obtaining required certifications. |
| 4 | Number of local communities adopting recommended strategies to improve their local economy. |
| 5 | Number of local communities adopting recommended strategies to improve health services. |
| 6 | Number of communities implementing strategies for improvement, development, and/or marketing of tourist attractions. |
| 7 | Number of local communities improving their health services. |
| 8 | Number of communities reporting increased levels of tourist activity. |
| 9 | Number of communities reporting an increase in local broadband adoption and use. |
| 10 | Number of clientele who make use of leadership skills by volunteering for community organizations. |

Outcome #1

1. Outcome Measures

Number of community leaders improving knowledge and skills.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

| Year | Actual |
|-------------|---------------|
| 2013 | 13293 |

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Citizens' well-being is safeguarded through the democratic process which enables them to elect representatives to make decisions on their behalf. Public utilities operated by municipalities, utility districts, and rural associations have an elected board, but private water utilities do not. The Mississippi Public Service Commission (PSC) oversees private water utilities and considers proposed changes to rates, policies, or procedures. The PSC requested an unbiased review of a private water utility in DeSoto County that petitioned for a rate increase.

What has been done

The Center for Government and Community Development performed a prudent and economic management audit for the DeSoto County private water utility. The audit included a review of staffing, finances, and assets in relation to size of the customer base. Comparisons were made with similar water utilities in Mississippi, in DeSoto County, and statewide averages. It was important to see that the staff numbers, items of finance, and assets were similar to public water utilities to highlight uniformity of operations regardless of private status.

Results

The management audit concluded that the subject, private water utility in DeSoto County, was operating in a very prudent and economical manner. The PSC was able to ascertain the necessity of the petitioned rate increase and the private water utility was granted the rate increase. The private water utility had acquired \$1.2 million in debt to upgrade the pumps, treatment, and storage to create capacity for future growth in their certificated area. The rate increase will enable them to fully fund their monthly debt service of approximately \$10,000.

4. Associated Knowledge Areas

| KA Code | Knowledge Area |
|----------------|--|
| 608 | Community Resource Planning and Development |
| 609 | Economic Theory and Methods |
| 803 | Sociological and Technological Change Affecting Individuals, Families, and Communities |
| 805 | Community Institutions, Health, and Social Services |

Outcome #2

1. Outcome Measures

Number of participants implementing strategies to improve public decision-making and/or increase civic engagement.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

| Year | Actual |
|-------------|---------------|
| 2013 | 10634 |

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The financial soundness of a water and sewer utility is vital to its technical and managerial functions. The governing body must annually review water and sewer rates to maintain sound enterprise funds. Revenue generated is dependent upon consumption by customers at a determined rate. The governing board sets the rate to adequately fund short-run and long-run expenses incurred in providing water and sewer service to its customers. The concept of water as a finite resource, in particular, should be considered when establishing consumption rates.

What has been done

The mayor of the City of Hernando requested assistance in reviewing the city's rate structure compared to that of surrounding water and sewer utilities. He wanted to know if the city's water/sewer enterprise was making or losing money, as well as how much revenue could be produced from incremental increases in the water/sewer rate. Study findings could assist the mayor and board in making an informed decision concerning revenue requirements of their municipal enterprise fund and to identify any modifications needed to insure its financial stability.

Results

The mayor and board learned from the study that their rate structure was 45.6% lower on average than the surrounding water and sewer utilities, resulting in a substantial financial shortfall in their water and sewer enterprise funds. As a result of the study, the City of Hernando increased its base water rate by \$3.00 for the first 2,000 gallons used and the variable water rate by \$0.85 for each additional 1,000 gallons used. The rate change will generate approximately \$161,496 from the base rate and \$342,261 from the variable rate annually. This assistance enabled Hernando to create a rate structure to adequately fund the water and sewer enterprise funds from user fees as well as to begin to build reserves in those enterprise funds.

4. Associated Knowledge Areas

| KA Code | Knowledge Area |
|---------|--|
| 608 | Community Resource Planning and Development |
| 609 | Economic Theory and Methods |
| 802 | Human Development and Family Well-Being |
| 803 | Sociological and Technological Change Affecting Individuals, Families, and Communities |
| 805 | Community Institutions, Health, and Social Services |

Outcome #3

1. Outcome Measures

Number of local government officials obtaining required certifications.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

| Year | Actual |
|------|--------|
| 2013 | 2225 |

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Mississippi has 298 municipalities with 4 forms of government; Mayor/ Board of Aldermen, Mayor-Council, Council-Manager, and Commission. The municipal clerk is required by state statute to perform specific duties as they relate to the specific form of government in each municipality. Prior to 1973, there was no formal education-based program for a municipal clerk and his/her deputies to attend to learn these required duties.

What has been done

In 1973, the Center for Governmental Training and Technology developed a three-year, exam-based, accredited curriculum for municipal clerks in MS. The MS Municipal Clerk Certification Program is a three-year program consisting of 120 classroom hours of training in three areas of study: public administration; social and interpersonal skills; and electives. Each course consists of 4 hours of classroom instruction. The program is taught in North, Central, and South MS twice a year. A municipal clerk and/or their deputies may start the program at any point.

Results

The Municipal Clerks Certification Program provides in-depth training for municipal clerks and their deputies. Since its inception in 1973, over 900 municipal clerks and/or deputy clerks have become Certified Municipal Clerks or Certified Deputy Municipal Clerks. Currently there are 125 clerks in the program with approximately 40 graduating each year. In 2013 MSU had 19 achieve the Certified Municipal Clerk designation and 25 achieve the Certified Municipal Deputy Clerk designation. Upon graduation from the Clerks Certification Program a clerk may enter into the Master Municipal Clerk Program which consists of 120 hours of management and leadership training. Five Municipal Clerks received their Master Municipal Clerk designation this year.

4. Associated Knowledge Areas

| KA Code | Knowledge Area |
|----------------|---|
| 805 | Community Institutions, Health, and Social Services |

Outcome #4

1. Outcome Measures

Number of local communities adopting recommended strategies to improve their local economy.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

| Year | Actual |
|-------------|---------------|
| 2013 | 20 |

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Furniture manufacturing plays a key role in supporting economic growth through job creation and investment, as it currently ranks 2nd in total Mississippi durable goods manufacturing employment. After a loss of more than 10,000 jobs during the past decade, the MS furniture

industry is again on the upswing. Manufacturers have begun to increase capacity; however, many have found that the pool of workers with the needed skill sets has virtually disappeared. Companies are also facing difficulties finding available equipment, especially sewing machines.

What has been done

One of the primary responsibilities of the FFI is to be responsive to the needs of the furniture industry. FFI staff looked to similar industries for assistance to face the problems manufacturers were encountering. FFI staff contacted a local apparel company which had lost a major government contract and discovered that the company had excess capacity and had recently been forced to layoff workers. FFI was able to refer several furniture manufacturers to the apparel company, and negotiations began to "outsource" sewing to furniture companies.

Results

One company is currently utilizing the apparel company to provide cut and sew operations to enable them to meet increased demand for their products. Another five companies are in the negotiation process with this company. The use of a local company for contract sewing operations instead of outsourcing labor to low-wage countries such as China and Vietnam, provides economic benefits by keeping investment in people and capital in our state. The furniture companies benefit through lower costs, greater efficiency, and better quality of product. Thirty jobs were retained by this sewing contractor through these matches to date, and many more are expected.

4. Associated Knowledge Areas

| KA Code | Knowledge Area |
|----------------|---|
| 608 | Community Resource Planning and Development |
| 609 | Economic Theory and Methods |

Outcome #5

1. Outcome Measures

Number of local communities adopting recommended strategies to improve health services.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

| Year | Actual |
|-------------|---------------|
| 2013 | 34 |

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Fifty-two percent of older Mississippians live in rural areas, and over 80% live in their own family dwellings. Since 1970, the state's 60+ population has grown by 43%. The challenge is finding ways to maintain and improve the health of our seniors while allowing them the freedom of residing in their own homes. This is especially true for rural areas with less formal support for seniors' health and well-being. In the county where the program was delivered in FY13, 14.7% of the population is over 65, compared to an average of 12.8% for the state.

What has been done

MSU Extension designed the Smart Aging: Healthy Futures program to help communities foster the healthy aging of seniors. In FY13, the program was conducted in Marion County. A series of public forums, directed by Extension, led the community to establish priorities for local action, and volunteer groups were formed to work on those priorities. MSU Extension trained the volunteer groups in "Moving from Talk to Action." To insure community ownership, they proceeded on their own, but MSU Extension held quarterly progress meetings to encourage efforts.

Results

Having the right people together at the right time created opportunities and committed volunteers who accomplished their objectives. The most significant accomplishment is the establishment of a senior fitness center. A community action group (CAG) was formed and adopted the mission of acquiring a facility for a fitness center and health classes to promote better and healthier lifestyles for the county's seniors. CAG members connected with the Southern Mississippi Planning and Development District, which led to the District funding the purchase of exercise equipment for the Center. Though recently opened, the Center already is attracting 15-18 individuals each day. The age range of those using the fitness equipment is between 70 and 85 years. Individuals also perform upper body exercises while seated and watching exercise videos.

4. Associated Knowledge Areas

| KA Code | Knowledge Area |
|---------|---|
| 805 | Community Institutions, Health, and Social Services |

Outcome #6

1. Outcome Measures

Number of communities implementing strategies for improvement, development, and/or marketing of tourist attractions.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

| Year | Actual |
|------|--------|
| 2013 | 50 |

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Marion County farms and producers have not had an organized avenue to market fresh fruits, vegetables, and homemade goods. Many producers left the county to sell goods. Farmers' markets provide growers with an established place to sell their products straight to the consumer, allowing them to receive higher profits by removing the middleman and selling directly to consumers. Farmer's markets are beneficial to the local economy, farmers, and consumers. Since most consumers want a "homegrown" fresh product, the needs of consumers are met.

What has been done

June 10th was the opening day of the Marion County Farmers Market. There were 3 producers present on opening day. Producers showed great interest in the market, and by the 3rd week there were over 15 producers with fresh vegetables, living wreaths, cut flowers, honey, woodworks, handmade children's clothing, baked goods, homemade ice cream, soaps, and all-natural body butters and creams. Entertainment was even provided, and different food vendors on site to provide lunch to the shoppers.

Results

Farmers markets support local economic impact in the community where they are organized and sell products. It is found that 70% of farmers market customers are also spending in the community or town where they market is. Farmers markets encourage producers in rural areas to become entrepreneurs. Farmers markets are one of the few areas in which all parts of a community benefit. The farmer or producer gets top dollar for the product sold, the consumer gets a high quality fresh product, and the community sees economic impact from the organized market.

4. Associated Knowledge Areas

| KA Code | Knowledge Area |
|---------|--|
| 608 | Community Resource Planning and Development |
| 803 | Sociological and Technological Change Affecting Individuals, Families, and Communities |

Outcome #7

1. Outcome Measures

Number of local communities improving their health services.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

| Year | Actual |
|------|--------|
| 2013 | 40 |

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Mississippi has the lowest number of physicians per capita in the nation. This limits access to care and contributes to many of the negative health status indicators plaguing the state. MS is within the top two in the nation in rates of heart disease mortality, cancer mortality, and incidence of adult diabetes. The bottom line is easy to read - more people, per capita, develop potentially fatal diseases than elsewhere in the country, and when they do, it is more difficult for them to secure the care they need.

What has been done

MSU Extension developed and directs the Rural Medical Scholars program. The objective of the program is to "grow local docs" for the state by identifying talented and interested high school students and exposing them to academics and experiences relevant to the life of a family medicine physician. During the program, Scholars enroll in two pre-med courses, "shadow" physicians, and participate in various activities related to rural physicians. The program was conducted from 1998-2013 (with the exception of 2008 and 2009).

Results

To date, 294 students have completed the program. Students have come from 60 of the state's 82 counties and included 62% females and 23% minorities. 70% of our graduates have gone on to pursue health-related careers, 34 went to medical school, and 20 have graduated and are practicing physicians today. Of the 20 physicians, 13 are within MS, and 14 of the 20 are in primary care practice or residency programs. In addition to medicine, others are pursuing nursing, pharmacy, counseling, dentistry, physical or occupational therapy, and medical research. The program is paying dividends for the state. In addition to the health care concerns that drive the program, a recent study indicated that the addition of one physician to a typical MS county results in increased economic output of \$2 million.

4. Associated Knowledge Areas

| KA Code | Knowledge Area |
|---------|---|
| 805 | Community Institutions, Health, and Social Services |

Outcome #8

1. Outcome Measures

Number of communities reporting increased levels of tourist activity.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

| Year | Actual |
|-------------|---------------|
| 2013 | 4 |

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Several rural areas in Mississippi are in a food desert -- making it difficult for individuals to eat a healthy diet. In some cases, the only source of groceries is the local "quick mart," making access to healthy and affordable food more challenging. Farmers' markets are one potential way to help combat food deserts as well as create a mood that fosters tourism and increases income for local producers. The Attala County Farmers' Market manager expressed the need for a basic gardening and horticultural education program for its vendors.

What has been done

MSU Extension conducted a workshop for Attala County Farmers' Market vendors on the importance of fertilization and soil amendments, and vegetable varieties and proper production practices.

Results

Farmers' Market vendors expressed genuine appreciation of the program and indicated that their knowledge of the subject matter covered during the workshop was positively impacted. Attendees were pleased with the information discussed, as well as the presenters who provided the presentations. Each attendee expressed that the knowledge they gained during the workshop would be applicable to their personal operations on the farm and at home. Additionally, the group believed that the enhanced knowledge would likely positively impact the Attala County Farmers' Market efforts in the community. This should lead to additional visitors to and subsequent spending in the community where the Farmers' Market is located, which leads to a multiplier effect in the local economy.

4. Associated Knowledge Areas

| KA Code | Knowledge Area |
|----------------|-----------------------|
|----------------|-----------------------|

- 608 Community Resource Planning and Development
- 803 Sociological and Technological Change Affecting Individuals, Families, and Communities

Outcome #9

1. Outcome Measures

Number of communities reporting an increase in local broadband adoption and use.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

| Year | Actual |
|-------------|---------------|
| 2013 | 4 |

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Using high speed internet is no small feat in many Mississippi communities for reasons that include limited access, costs, security concerns, and uncertainty about how to use broadband. Taken together, these factors prevent many Mississippi citizens from experiencing the benefits that broadband can offer to their families and communities. Greater broadband use can lead to better educational opportunities, a more highly skilled workforce, enhanced quality of life, and improved access to health care and public services in Mississippi.

What has been done

The Extension Broadband Education & Adoption Team (e-BEAT) is a network of regional coordinators that provides broadband education and planning assistance to individuals and communities; monitors broadband use; gathers public feedback on statewide plans; establishes regional advisory teams to identify regional needs, priorities, and strategies; documents benefits of broadband use; and provides train-the-trainer programs to partnering organizations. For example, free WiFi hotspots were set up in the downtown area of four Mississippi communities.

Results

In the city of Meridian, the Dumont Plaza WiFi Hotspot has been used on a daily basis from its inception. Students from the nearby MSU Branch Business program frequent the outdoor space in the plaza with their laptops to use the free WiFi. The project has had a positive impact on our downtown revitalization efforts and helped us project a positive image of our urban core. The facility has proven to be such a success that the City of Meridian is assessing the possibility of providing access at other public spaces in the community.

4. Associated Knowledge Areas

| KA Code | Knowledge Area |
|---------|--|
| 803 | Sociological and Technological Change Affecting Individuals, Families, and Communities |

Outcome #10

1. Outcome Measures

Number of clientele who make use of leadership skills by volunteering for community organizations.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

| Year | Actual |
|------|--------|
| 2013 | 2980 |

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Successful communities nurture a leadership philosophy that encourages widespread citizen involvement. Lamar County Extension's goals include helping residents identify opportunities to improve the social and economic well-being of the community. Efforts to find practical and timely solutions are enhanced by working with communities, agencies, and organizations. In working with schools, community groups and advisory councils the need for information about gardening, including small-space gardening suitable for physically-limited people, was identified.

What has been done

MSU Extension worked with the Pine Belt Master Gardeners and ANR agent to develop educational programs related to gardening, nutrition, and health through the development and installation of a handicap-accessible demonstration garden at the Lamar County Office. We worked with community groups to install gardens at schools, senior centers, and assisted-living facilities. We developed media to promote the Lunch & Learn educational programs provided on a weekly basis through the Extension office.

Results

The handicap-accessible demonstration garden has increased public awareness and increased educational opportunities. Partnerships with other organizations and schools have increased in the community, and opportunities for citizens with physical limitations to enjoy gardening have increased. The project has provided fundraising opportunity for PBMG, allowing them to expand program outreach and create \$500 scholarships, and has increased public awareness of MSU

Extension and Pine Belt Master Gardeners. PBMG provided more than 400 volunteer hours for a dollar value in excess of \$11,000 toward community facilities. The Lunch & Learn series audience has increased 15%. Evaluations indicated 70% learned new information about gardening, 82% indicated information was useful, and 60% indicated they would share information with others.

4. Associated Knowledge Areas

| KA Code | Knowledge Area |
|---------|---|
| 802 | Human Development and Family Well-Being |
| 805 | Community Institutions, Health, and Social Services |

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Government Regulations
- Competing Programmatic Challenges

Brief Explanation

{No Data Entered}

V(I). Planned Program (Evaluation Studies)

Evaluation Results

MSU Extension agents and specialists, as well as MAFES faculty, used a variety of recommended methods to gather needed information. Specific strategies were initiated and utilized for collecting evaluation information to determine program outputs and outcomes (see impact statements for examples). In FY 2013, MSU Extension agents and specialists were required to submit four quarterly reports (January, April, July, and September). This quarterly report collects information about the number of contacts, types of contacts, and number of programs conducted in each Priority Planning Area. In addition, two narrative Accomplishment Reports are required from each MSU Extension employee each year. Finally, a specific request for impact statements is also made. The evaluation results are a combination of this quantitative and qualitative data.

Our Planned Program Areas (PPAs) changed in 2013 - a reduction from over 20 PPAs in 2012 to 10 for this current reporting cycle. Previous PPAs of Enterprise and Community Development, Adult Technology Education, Leadership Development, Farm and Home Safety: Disaster Preparedness, and Farm and Home Safety: Disaster Relief were combined into Community Resource and Economic Development. Given the time it takes to adapt an electronic reporting system and ensure all end-users are trained and understand how to report in new ways and new PPAs, our outcome data matching process required modification for 2013. As a result, some of our numbers may appear skewed from previous ones. This reduction of PPAs and thus combination of outcomes led to some outcomes within each PPA being very similar for 2013. Our reporting system would not allow us to make detailed distinctions at this point in time, so numbers were evenly

distributed across those similar outcomes when appropriate. As our data collection system evolves over the next year or two, we will be able to more clearly align the various data elements within the system to resolve this issue.

Key Items of Evaluation