

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

**Program # 5**

**1. Name of the Planned Program**

Community Resource Development and Economic Planning

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		20%		0%
608	Community Resource Planning and Development		80%		0%
	<b>Total</b>		100%		0%

**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	2.0	0.0	4.0
Actual Paid Professional	0.0	1.2	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	80000	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	80000	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

Extension and research staff collaborated with local officials and other entities in communities to explore and promote best practices in community and economic development as a means of impacting community changes through educational programs, demonstrations, and research. Extension will conduct educational sessions and disseminate information through workshops, seminars, demonstrations, and conferences. These will be geared toward building human capital and effectively empowering people to become the main asset of community and economic development. Our signature program is "Community Voices" - a leadership community development program produced by Extension. We recruit communities, training them and establish leadership groups to work on their own behalf to address community needs.

**2. Brief description of the target audience**

The targeted audience for the Community Resource Planning and Economic Development planned program were limited-resource individuals and families, community-based organizations, non-profit organizations, cooperatives, entrepreneur, faith-based organizations and community leaders.

**3. How was eXtension used?**

eXtension was not used in this program

**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>	2095	1042	1190	319

**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**

- Conduct educational programs, events, and activities on leadership development and E-commerce strategies to facilitate economic and community development.

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

**Output #2**

**Output Measure**

- Conduct educational programs, events, and activities to facilitate workforce development and financial management opportunities for limited-resource audiences.

<b>Year</b>	<b>Actual</b>
2013	0

**Output #3**

**Output Measure**

- Conduct educational programs, events, and activities on cooperative development, home-based, faith-based and agricultural and non-agricultural business development to enhance economic development opportunities in communities.

<b>Year</b>	<b>Actual</b>
2013	7

**Output #4**

**Output Measure**

- Conduct social, psychological, marketing, and economic impact surveys to develop profiles of communities and their economic landscape. (Number of surveys).

<b>Year</b>	<b>Actual</b>
2013	0

**Output #5**

**Output Measure**

- Develop educational bulletins, manuscripts, and documentation of findings and disseminate results and models to promote food security, community development, empowerment of residents (Number of special reports, newsletters, and fact sheets).

<b>Year</b>	<b>Actual</b>
2013	2

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

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

O. No.	OUTCOME NAME
1	Increase the number and/or percent of community leaders to gain knowledge, develop leadership skills and become involved in civic activities, community, and economic development opportunities.
2	Increase the number and/or percentage of participants to utilize research data, knowledge, and skills disseminated to attract and retain businesses, encourage economic development projects, and improve food security.
3	Increase the number and/or percentage of cooperatives to improve their production, marketing, financial, and management practices.
4	Increase the number and/or percentage of individuals to gain awareness of the role of entrepreneurship in achieving economic development.
5	Increase the number and/or percent of community officials and organizations to gain awareness of local issues on food security, economic and demographic profiles of communities.
6	Increase the dissemination of high-tech business information to minority and small businesses of community resource development.

## **Outcome #1**

### **1. Outcome Measures**

Increase the number and/or percent of community leaders to gain knowledge, develop leadership skills and become involved in civic activities, community, and economic development opportunities.

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

- 1890 Extension
- 1890 Research

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

Change in Knowledge Outcome Measure

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

<b>Year</b>	<b>Actual</b>
2013	0

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

#### **Issue (Who cares and Why)**

The community resource development unit is comprised of a unique blend between extension and research in various areas such as socioeconomic issues, human resource development, civic involvement, training and improvement in the quality of life of people and communities. It is critically important to gain buy in and support from a stream of volunteers and professionals to work on specific tasks. The benefits of this program will surface as a result of seeking to employ all necessary assets, internal and external, to resolve community issues and build capacity.

#### **What has been done**

The Alcorn State University Extension Program CRD Unit has informed several non-profit organizations in three different counties of funding that is available through grant applications. These projects were introduced at planning sessions with new and innovative ways to approach funders. Planning sessions were scheduled with each organization to discuss strategic way to gather data, establish network and collaboration not only with organizations within the particular county, but also across county lines.

#### **Results**

As a result of the Alcorn State University Extension Program (ASUEP) southwestern Community Resource Development Units innovative planning sessions with non-profits organization, consortiums were formed in each county (Jefferson, Pike, and Walthall) consisting of community based, faith based and non-profit entities to apply for separate funding per county for afterschool and summer enrichment programs. Each consortium received detailed grant writing technical assistance from the ASUEP CRD Unit and as a result completed and submitted three separate proposals requesting up to a maximum of \$500,000.00 per year for five years. The first two years of the funded proposal will be fully funded up to \$500,000.00 and the next three years will require in-kinds contributions. Submitted proposals are currently being reviewed and winning proposals

will be announced in May 2013.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
608	Community Resource Planning and Development

#### Outcome #2

##### 1. Outcome Measures

Increase the number and/or percentage of participants to utilize research data, knowledge, and skills disseminated to attract and retain businesses, encourage economic development projects, and improve food security.

##### 2. Associated Institution Types

- 1890 Extension
- 1890 Research

##### 3a. Outcome Type:

Change in Action Outcome Measure

##### 3b. Quantitative Outcome

Year	Actual
2013	6

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

###### **Issue (Who cares and Why)**

Individuals do not view cooperative development structures as a lucrative business opportunity whereas individuals pool resources together for the benefit (healthy food, economic viability, shared resources, etc) of their local community.

###### **What has been done**

The president of the cooperative contacted the CRD Unit for assistance as a result of a letter reaching out to them in an effort to provide support to their organization. The CRD Educator conducted a grant writing workshop for the group upon request. They wanted to apply for funding for a proposal concept around bridging the gap between existing and future generations of farmers.

###### **Results**

After receiving the official training, some of the members volunteered to prepare and submit a proposal for funding. The Educator reviewed the grant. It was awarded and will be used to bridge the gap of existing and next generation farmers.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
608	Community Resource Planning and Development

#### Outcome #3

##### 1. Outcome Measures

Increase the number and/or percentage of cooperatives to improve their production, marketing, financial, and management practices.

##### 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)**  
{No Data Entered}

**What has been done**  
{No Data Entered}

**Results**  
{No Data Entered}

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
608	Community Resource Planning and Development

## **Outcome #4**

### **1. Outcome Measures**

Increase the number and/or percentage of individuals to gain awareness of the role of entrepreneurship in achieving economic development.

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

- 1890 Extension
- 1890 Research

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

Change in Knowledge Outcome Measure

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

<b>Year</b>	<b>Actual</b>
2013	21

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

#### **Issue (Who cares and Why)**

Despite an economic downturn in the nation, becoming an entrepreneur can foster economic growth in the capitol region because of the windows of opportunities such as tax benefits, additional wealth creation and freedom. Business Development is a concern of any entrepreneur and devotion to its success is in developing and exploiting the various business opportunities.

#### **What has been done**

A resident of Jackson, Mississippi (Hinds County) contacted the CRD Educator of Central Mississippi and discussed random thoughts and desires to start a school of music in the capital city. He was already vested in the area of music however, needed to know about the business aspects. He was orientated about business start-up and a business development checklist was submitted to him. He then was asked to consider this list of requirements and schedule a follow-up meeting.

He rescheduled a meeting a came back with a list of questions and sought directions to launch his dream. The educator provided technical assistance to him by assisting with the necessary paperwork (i.e. articles of formation, business licenses, DUNS number, board of advisors, etc). He also needed assistance with completing his lease agreement for the site he was leasing for service.

A resident of rural Brandon, Mississippi (Rankin County) contacted the CRD Educator of Central Mississippi and discussed her vision to start a tutoring service. She was already well endowed about tutoring because she is a public school teacher but needed to know how to set her tutoring business up in the correct manner. As a standard, she was given to opportunity to ask questions and they were entertained. Next, she was given the business start-up checklist and asked to review and later reschedule an appointment to discuss next steps.

### **Results**

Overall, the group 1) gained insight on how to better market their goods and services in an economical way and 2) gained insight on the advantages of learning from other entrepreneurs and their practices.

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

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

### **Outcome #5**

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

Increase the number and/or percent of community officials and organizations to gain awareness of local issues on food security, economic and demographic profiles of communities.

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

- 1890 Extension
- 1890 Research

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

Change in Knowledge Outcome Measure

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

<b>Year</b>	<b>Actual</b>
2013	14

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

##### **Issue (Who cares and Why)**

The office of Alcorn State University Office of Academic Affairs referred the executive director of a local non-profit organization in Jefferson County to the Alcorn State University Extension to assist in amending the organization by-laws. The current by-laws and name of the organization limited its ability to seek funding as well as to operate outside of a health/medical capacity.

##### **What has been done**

The Alcorn State University Extension Program CRD Unit contacted the executive director of the non-profit and discussed the problem and what assistance could be offered. A working session was planned so that technical assistance could be provided in amending the by-laws of the organization.

### **Results**

As a result of one - three (3) hour work session, the by-laws were amended and a new name was developed for the organization. The new name and by-laws does not limit the organization's outreach work to just medical issues, but it allowed for a broader spectrum of community activities. These changes will also allow the organization to venture into economic development not only in Jefferson County but throughout the state of Mississippi. The entire board voted on the changes at its next meeting and an attorney's review was scheduled before actual submission to the Mississippi Secretary of State's Office for recording.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
608	Community Resource Planning and Development

#### Outcome #6

##### 1. Outcome Measures

Increase the dissemination of high-tech business information to minority and small businesses of community resource development.

##### 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)

{No Data Entered}

###### What has been done

{No Data Entered}

###### Results

{No Data Entered}

#### 4. Associated Knowledge Areas

<b>KA Code</b>	<b>Knowledge Area</b>
602	Business Management, Finance, and Taxation
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
- Populations changes (immigration, new cultural groupings, etc.)

##### Brief Explanation

Changes on staff forced our program to restructure and focus on selected areas. Program will focus on growing our volunteer base with the "Community Voices" program.

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

##### Evaluation Results

Evaluation/surveys of our event show the need to increase leadership skills among limited resource development communities.

##### Key Items of Evaluation