

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

**Program # 6**

**1. Name of the Planned Program**

Citizenship and Leadership 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	20%		0%	
803	Sociological and Technological Change Affecting Individuals, Families, and Communities	5%		0%	
806	Youth Development	75%		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	10.0	0.0	0.0	0.0
Actual Paid Professional	10.3	0.0	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
164800	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
164800	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
533842	0	0	0

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

**1. Brief description of the Activity**

Youth will gain skills through 4-H club and summer camp programs. A citizenship event will be held at the state capital and youth participation is planned. Youth will participate in national 4-H events. Parliamentary procedure and leadership resources will be provided to youth groups.

Rural Leadership North Dakota will enroll adult participants in the next leadership development class. Short course leadership programs will be offered regionally in the state.

A regular and ongoing educational program will be implemented using face-to-face educational programming done directly by Extension or in partnership with various agencies and nonprofits. Along with that support through email, web-based questions, and telephone contacts will be in place including the eXtension COP "Entrepreneurs and Their Communities." Written materials will be developed or modified focusing on specific topics identified by small business owners or those working with this group. Finally, traditional media such as newspapers and radio will be utilized along with online tools such as websites and the new social media tools that more and more individuals are using for answers to their questions.

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

The 4-H Youth Development program includes opportunities for youth to become involved in their community, build personal skills, and develop positive attitudes about their behaviors, their community, and place in the community. Youth will develop awareness through participation in state and national citizenship events. Leadership is developed through club and other group activities.

The program will work with existing and potential entrepreneurs and small business owners across all of North Dakota. Special emphasis will be given to those in rural areas or involved in agriculture or value-added agriculture activities. Work will also include education, interaction, and involvement with other agencies that work or might be a resource to this identified target audience.

Rural Leadership North Dakota targets emerging agricultural and rural leaders from across the state.

**3. How was eXtension used?**

One of the NDSU ES state specialists is a co-principal investigator for the eXtension COP "Entrepreneurs and Their Communities." NDSU ES uses the COP as a resource for entrepreneurs receiving training and assistance from Community Vitality program.

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

**1. Standard output measures**

2013	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	4730	2450	137786	77012

**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	4	1	5

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

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}

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

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

O. No.	OUTCOME NAME
1	Number of 4-H youth contributing hours in service to others in their community.
2	Percentage of 4-H club members who show improved leadership skills.
3	Number of jobs created or retained as a consequence of small business entrepreneurial education.
4	Number of youth participating in the 2013 National Youth Science Day indicating an increased interest in science.

## **Outcome #1**

### **1. Outcome Measures**

Number of 4-H youth contributing hours in service to others 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	257

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

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

In 1900, about 1 in 25 Americans were seniors. In 1990, about 1 in 8 Americans were seniors. From 1990 to 2020, the senior population is projected to increase to 54 million people. So, in 2020, about 1 in 6 Americans will be seniors. Many seniors live alone and may have no family members nearby. Some may have a hard time getting around. Due to their often fixed incomes, keeping up with the increased cost of living can be difficult. Lending hands can help them feel secure and a part of the community.

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

The 2013 ND 4-H Helping Hands Day encouraged districts to provide 1 to 3 project sites that focused on lending a hand to the senior population in their area. Each district created their own opportunities, projects and schedule on the day of their choosing in the fall of 2013. Districts choose the date that fit best with their county, selected project opportunities that interested their youth, and created opportunities to support local needs around the focus area. From making and handing out senior first aid kits to preparing and delivering meals, five counties in the southwest district, three counties in the northeast and northwest, and one county in the southeast participated in completing Helping Hands Day 2013.

#### **Results**

A total of 257 youth and 82 adults spent over 1500 hours serving over 350 community members across the state of North Dakota. Twelve different types of service projects were offered.

The economic value of this service opportunity was estimated using North Dakota's value of volunteer time (\$19.18/hour) and amounted to more than \$30,000.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
803	Sociological and Technological Change Affecting Individuals, Families, and Communities
806	Youth Development

#### Outcome #2

##### 1. Outcome Measures

Percentage of 4-H club members who show improved leadership skills.

Not Reporting on this Outcome Measure

#### Outcome #3

##### 1. Outcome Measures

Number of jobs created or retained as a consequence of small business entrepreneurial education.

##### 2. Associated Institution Types

- 1862 Extension

##### 3a. Outcome Type:

Change in Action Outcome Measure

##### 3b. Quantitative Outcome

Year	Actual
2013	474

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

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

Many North Dakota communities are facing new population growth. While this is exciting and positive, it creates challenges in areas such as housing, education and other social and physical infrastructure. This has put a great deal of stress on community leaders and residents. NDSU Extension is working to address educational needs of communities through three program areas; leadership development, small and agribusiness entrepreneurship and marketing for the increasing number of value added and rural businesses, and facilitation of community planning and development to help communities inventory and plan for their future.

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

Extension has responded with two new professional positions created to help with the issues ND is facing. The positions have been filled with an Extension manufacturing specialist and a Rural and Agribusiness Enterprise Development Specialist. Two rural communities have also taken part in a pilot project funded by a Rural Futures grant to assist rural communities in marketing their communities to the new North Dakota population.

### **Results**

The Direct Marketing of Food Products Online program, done in cooperation with the University of Nebraska Extension, had over 1000 unique visitors who viewed over 18,000 pages. Training evaluations noted over a 1- point increase, on a 4 point scale, on knowledge gained and indicated the information would be used immediately or sometime soon. The community of Bowden was a direct recipient of support from Extension. Their school closed, grocery store closed and the owner of the meat market passed away. They now have a functioning community owned grocery store and a new meat market which is marketing products all over the state and has created new jobs and a ripple effect of commerce in the community.

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

<b>KA Code</b>	<b>Knowledge Area</b>
602	Business Management, Finance, and Taxation
803	Sociological and Technological Change Affecting Individuals, Families, and Communities

### **Outcome #4**

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

Number of youth participating in the 2013 National Youth Science Day indicating an increased interest in science.

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

- 1862 Extension

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

Change in Action Outcome Measure

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

<b>Year</b>	<b>Actual</b>
2013	3550

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

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

America faces a future of intense global competition with a startling shortage of scientists. In fact, only 18 percent of U.S. high school seniors are proficient in science (NAEP 2005) and a mere five percent of current U.S. college graduates earn science, engineering, or technology degrees compared to 66 percent in Japan and 59 percent in China.

### **What has been done**

To address increased demand for science, engineering and technology professionals, 4-H is working to reach new young people in science programs ultimately anticipating this will lead to more youth being interested in a career in a science related field. Currently, North Dakota 4-H Science programs reach more than 5,500 youth with hands-on learning experiences to prepare the next generation of science, engineering, and technology leaders.

### **Results**

3550 youth participated in the 2013 National 4-H Youth Science experiment, Maps & Apps, related to geospatial science. Of these youth:

- Over 73% indicated that participating in this experiment made them more interested in science.
- Over 66% indicated that participating in this experiment made them want to be a scientist.
- Over 83% indicated that this experiment helped them learn how to use science to solve problems.

## **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
806	Youth 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
- Populations changes (immigration, new cultural groupings, etc.)

#### **Brief Explanation**

2013 was a good year for the citizens of ND. Weather extremes occurred at times that had minimal impact on research and Extension programs. Public policy changes were minimal and government regulations were stable. The increase in energy extraction in northwestern ND has increased the state coffers, but has also put additional strain on the small communities with their limited capacity reserves located within the "oil patch".

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

#### **Evaluation Results**

Through the small business entrepreneurial education program the NDSU Extension interacted with and assisted 32 companies and 61 entrepreneurs. From these interactions, over 30 community based projects and proposals were developed. In conjunction, 21 factory visits were made with the participants. Based on participant direct feedback, this program saved ND manufacturers over \$150,000 through process improvements.

**Key Items of Evaluation**