

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

**Program # 7**

**1. Name of the Planned Program**

Community Vitality

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
403	Waste Disposal, Recycling, and Reuse		5%		5%
502	New and Improved Food Products		5%		5%
602	Business Management, Finance, and Taxation		30%		30%
604	Marketing and Distribution Practices		10%		10%
605	Natural Resource and Environmental Economics		10%		10%
608	Community Resource Planning and Development		40%		40%
	<b>Total</b>		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	12.0	0.0	1.0
Actual Paid Professional	0.0	6.0	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
0	334087	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	282150	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

**Community Development and Revitalization:** Beautification Toolkit Presentations, Regional Litter Sweeps, Hawks Nest Golf Course Sustainability Plan, Regional Design Guidelines, Chair Farmland Protection Board; assisted in planning statewide Create WV Conference on the Future in Richwood, WV and The Building Conference; Morgantown, WV, two agents attended Sustainable Land Use and Planning certification training.

**Regional and Local Economic Development:** Meadow River Trail (Rail to Trail development); Designed and supported launch and management of three crowdfunding initiatives

**Micro-Enterprise and Small Business Development:** Established free weekly and monthly workshops for Website development, Social Media, Business Marketing, Business Law and Finance, 50+ Encore Entrepreneurs Program for "second stage" start ups; Black Business Association Supporting Entrepreneurs; Co-marketing and service development with WV Small Business Administration for business certification information and Affordable Care Act information.

**Workforce Education and Individual Resource Development:** Offered public workshops: Business of Film-Working with the Film Office; 10 Commandments for Creative Success; Independent Publishing; Producing 101; Composing for New Media 101; Screen and Graphic Novel Writing 101; Entertainment Law 101, Step Up for Women (Skilled Trades Training Program)

### 2. Brief description of the target audience

Community leaders, government officials and agencies, community members, small business owners, potential business start-ups, un-employed and under-employed workforce members (with focus

on low-to-mod income) and regional economic development authorities, tech/innovation oriented start ups, community organizations, entrepreneurs, inventors, community and economic developers, community volunteers, business leaders, city managers, students, artists

### 3. How was eXtension used?

WVSU EDC specialist participated in several eXtension webinars to expand knowledge in topics related to community and economic development. Specific areas included Community Planning and Zoning, Cooperatives, Creating Healthy Communities, Diversity, Equity and Inclusion, Entrepreneurs & Their Communities, Geospatial Technology, Program Evaluation, Volunteer Administration

**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>	9952	58000	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
<b>Actual</b>	0	0	0

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

**Output Target**

**Output #1**

**Output Measure**

- WVSUES will provide technical assistance with various community planning, disaster preparedness and/or re-development efforts.

Year	Actual
2013	8

**Output #2**

**Output Measure**

- Number of potential, start-up and existing small business owners served with training, mentoring and other assistance programs.

Year	Actual
2013	250

**Output #3**

**Output Measure**

- Educational programs and initiatives related to community revitalization including green projects, will be provided and/or supported.

<b>Year</b>	<b>Actual</b>
2013	27

**Output #4**

**Output Measure**

- Workforce development participants receiving necessary training and placement assistance for targeted industries.

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

**Output #5**

**Output Measure**

- Grants, financial awards or new partnerships to support initiatives will be developed, received and utilized.

<b>Year</b>	<b>Actual</b>
2013	15

**Output #6**

**Output Measure**

- Number of regional and local economic development initiatives initiated, led, and supported by faculty and staff members.

<b>Year</b>	<b>Actual</b>
2013	10

**Output #7**

**Output Measure**

- Number of volunteers, community members, and stakeholders actively involved in initiatives.

<b>Year</b>	<b>Actual</b>
2013	821

**Output #8**

**Output Measure**

- Number of small business owners working on facade renovations.

<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	Communities will implement components of their strategic action plans or regional economic development plans.
2	Potential business owners or existing small businesses received financial assistance, obtained a business licenses or reported an increased knowledge of relevant business issues as a result of participation in CED programs.
3	Participants of workforce training programs successfully complete training programs resulting in certification for job placement, enhanced industry skills or employment.
4	Grants, financial awards or partnerships will be awarded or developed for use to support CED initiatives.
5	Participants report increased comprehension of revitalization or green development principles.

## **Outcome #1**

### **1. Outcome Measures**

Communities will implement components of their strategic action plans or regional economic development plans.

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

- 1890 Extension

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

Change in Action Outcome Measure

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

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

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

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

In 2012, the U.S. Census Bureau reported one in three counties across America was dying. West Virginians in many communities are struggling now to save their place. For example, since 1950, McDowell County, W.Va., has lost 80 percent of its population. Census data indicates at least 10 West Virginia communities are projected to vanish within in the next decade.

Creative people play a powerful role in innovation-based economic growth. The people who create the highest paying jobs, contribute to communities, and start innovative businesses are members of the creative economy, and these are the most coveted demographic. Creatives are interested in quality of life over many other factors, and they tend to be able to work anywhere, as long as they have broadband. With West Virginia's rural quality of life, abundance of natural resources, outdoor recreational assets and geographical proximity to major population centers on the east coast, we've strategically aligned our program development to assist communities across the state in attracting and retaining innovation/creative economy workers. Communities must align their strategic planning efforts to be more regional, and to capitalize and natural, recreational, and quality of life assets as never before to attract and retain innovators.

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

WVSU Extension Service is working in traditional and creative new ways to help West Virginians understand our collective potential in the new global economy. We've reorganized our programs to streamline our efforts to work on targeted initiatives. We've hired new agents with expertise in historic preservation, cultural tourism, and agribusiness who are working with community leaders, existing and future business owners, entrepreneurs and youth to connect diverse collaborative projects, technology, research and dialogue. Our work is focused on sustainable communities, innovation economy growth and helping others reposition natural and human capital assets in ways that welcome and support new economy growth.

We develop programs and provide planning support to help communities attract and retain innovators in arts, technology, tourism and entrepreneurship. And we assist in plans for community-wide beautification, deconstruction, and regional asset mapping.

Agents partner in local government initiatives and regional planning initiatives. WVSU Extension agents led and will likely continue to lead and participate in the design and delivery of two leading statewide training conferences focused on innovation and sustainability as economic drivers. These conferences include training for community and economic developers, municipal leaders, educators, business leaders, entrepreneurs, and community advocates from across the state. Agents also continue to lead regional efforts to help communities help communities benefit from the Boy Scout Jamboree site in Southern WV.

### **Results**

We're now working closely with regional stakeholders as they develop new comprehensive plans. CED agents provide comprehensive planning facilitation, GIS Community Analyst services, regional planning facilitation, Disaster Preparedness expertise and planning facilitation, community building and networking event planning expertise, green building and sustainable community development technical information and consulting.

Participation in statewide conferences is diverse and growing, with more leaders and decision makers attending than ever before.

## **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
403	Waste Disposal, Recycling, and Reuse
608	Community Resource Planning and Development

### **Outcome #2**

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

Potential business owners or existing small businesses received financial assistance, obtained a business licenses or reported an increased knowledge of relevant business issues as a result of participation in CED programs.

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

- 1890 Extension

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

Change in Condition Outcome Measure

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

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

0

### 3c. Qualitative Outcome or Impact Statement

#### Issue (Who cares and Why)

WVSU CED agents have never met a small business owner, entrepreneur, or individual interested in starting a business who didn't have questions about legal structure, marketing, finance, intellectual property, and strategy. But we've met plenty of people who say they didn't know of the WVSU Extension and other resources that would help them plan, marketing, track financials, or increase revenue. In a rural state, connecting resources face to face is difficult, expensive and time consuming.

West Virginia often competes for last position in nearly all business related categories. WVSU EDC professionals have worked with statewide service providers for more than one year piloting joint training events, examining data related to small business engagement and participation in certification and set aside programs. Small business participation rates in government contracts are very low, and among all small businesses, women owned businesses lead all other demographics. All agree that West Virginia needs to develop a new, bold, fresh approach to small business development, from engagement to market.

#### What has been done

Last year we officially adopted a CED program focus on innovation economy development and sustainability, and we built capacity to connect our programs and resources via mobile and broadband technologies, to increase access to a wide variety of programs aimed at offering small businesses the kind of targeted expertise they need to grow.

The DigiSo initiative, housed at the WVSU Economic Development Center, along with the Creators Program of professional development workshops, offers weekly, monthly free and low cost clinics featuring assistance in Web development, social media strategy, small business finance and investment, law, intellectual property, marketing, and even virtual networking opportunities. An 'incubator' component and production facility is available to the public. The EDC also offers co-working space and opportunities, including co-working electronically via Google Hangout or Skype.

The planned establishment of a 'civic innovation lab', called the DigiSo Makerspace, will offer growers, inventors, artists, students, families and tinkerers unprecedented access to 3D printing, open-source software and equipment, and connectivity to campus programs.

#### Results

More than 80% of attendees in our business clinics and public workshops report that they have a better understanding of how to organize and promote their business as well as connect with other useful resources in finance and investment.

Ninety percent polled reported they have a better understanding of how to protect their ideas after attending our IP workshops.

We supported clients participation in three different statewide crowd funding initiatives that involved business pitches from every industry.

We increased individual engagement with digital/social media for business development, business finance, intellectual property and business law information through training sessions and consistent weekly and monthly events.

#### 4. Associated Knowledge Areas

<b>KA Code</b>	<b>Knowledge Area</b>
502	New and Improved Food Products
602	Business Management, Finance, and Taxation
604	Marketing and Distribution Practices

#### Outcome #3

##### 1. Outcome Measures

Participants of workforce training programs successfully complete training programs resulting in certification for job placement, enhanced industry skills or employment.

##### 2. Associated Institution Types

- 1890 Extension

##### 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)**

Construction is still a male dominated occupation. But in 2010, there were about 800,000 women working in the construction industry nationally. That amounts to approximately nine percent of the industry workforce.

According to informal surveys of small business owners across several different industries, there was a need for Quickbooks training, Website design, business law, corporate structure, self-publishing, composing music for digital media applications, and film-making.

Furthermore, small businesses and creatives expressed the need for studio space to produce promotional and professional videos and to learn how to edit digital media.

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

We partnered with West Virginia Women Work, a statewide nonprofit organization that supports and advocates for the education, employment and economic equity for all women to support the training efforts of two cohorts of trainees, in partnership with Step Up for Women / West Virginia Women Work leadership.

We piloted Quickbooks training for small businesses, artists, and non profits. We also piloted clinics for individuals to work one-on-one with Extension professionals and volunteer experts to gain the skills in Web design, social media, and other professional development topics to increase workplace readiness and employability.

Our production studios, equipment and co-working space is open to the public, encouraging co-learning, collaboration, and accelerated learning for many attending workshops at the WVSU Economic Development Center.

### **Results**

Thirty women graduated from the Step Up for Women/Women Work program in 2013. Program leadership reports an 80% placement rate and a significant change in earning power, demonstrated by starting wages as high as \$15/hour for union jobs. Residential jobs start at \$9/hour.

One hundred percent of graduates reported increased knowledge which improved employability.

Ninety eight percent of participants in our Quickbooks training and business development workshops reported an increase in knowledge, and in confidence with technology and business planning.

## **4. Associated Knowledge Areas**

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

### **Outcome #4**

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

Grants, financial awards or partnerships will be awarded or developed for use to support CED initiatives.

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

- 1890 Extension

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

Change in Condition Outcome Measure

### 3b. Quantitative Outcome

Year	Actual
2013	0

### 3c. Qualitative Outcome or Impact Statement

#### Issue (Who cares and Why)

With increasingly difficult economic times, budgets are dwindling, and WVSU Extension professionals have to seek additional and alternative funding to support the community and programmatic work that so desperately needs to be done.

#### What has been done

Agents in southern West Virginia worked with regional development agencies to write grants to various foundations. West Side Main Street wrote funding proposals to community based funding organizations and to the WV Legislature. And the WVSU Economic Development Center participated in writing an integrated proposal for USDA funding. Agents working with the Economic Development Center have also worked to build contract education opportunities, and have applied for Neighborhood Investment Program tax credits.

#### Results

Combined, WVSU CED professionals have been awarded \$320,940 in additional funding for innovative program development. We are able to promote sustainable community training and technical assistance statewide, continue to build connections with rural communities to share business development resources, and we're engaging in national research on best practices in online learning. Our capacity to serve rural communities through our "makerspace" equipment inventory is growing, and as a result, so are our innovation-oriented programs and STEAM workshops for co-learners, families, students and minorities.

### 4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

### Outcome #5

#### 1. Outcome Measures

Participants report increased comprehension of revitalization or green development principles.

#### 2. Associated Institution Types

- 1890 Extension

### 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)

Communities are stressed more than ever with shrinking populations, shrinking budgets, and shrinking resources making it difficult to address aging transportation, water, waste water infrastructure; and building stock. West Virginia communities have an overwhelming number of abandoned, dilapidated properties, and a litter problem, and no budget to deal with these issues.

Municipalities struggle also with growing costs and complexities of storm water management, waste disposal, recycling, and reuse. These issues combined lower not only individual or community property value, but that of the entire region. Communities statewide engaged in updating comprehensive planning this year, and under these present conditions, more community leaders are looking for the low hanging fruit in terms of cost savings, that sustainability can offer. Communities need excellent, reliable information on how to make the best of what they've got, adapting resources to fit current or future needs, and implementing energy efficiency, healthier practices into their development and redevelopment efforts.

#### What has been done

Two agents participated in land use and planning certification workshops, so we could be of assistance to comprehensive planning efforts around the state.

We also actively engaged in planning two statewide conference focused on sustainable community and economic development and green/high performance building and community design.

We support the community and knowledge building efforts of the United States Green Building Council nationally and statewide, and we facilitate community-based and building owner based conversations on a variety of topics related to green building, smart growth planning, adaptive reuse, food safety, storm water mitigation strategies, etc. We often invite researchers and other Extension professionals to share their knowledge in new, diverse circles of influence.

#### Results

Six communities have included WV SU Extension agents in their revitalization efforts. Agents are or have provided technical assistance to five building owners and three developers interested in deconstruction, adaptive reuse, deep energy retrofits for commercial and residential properties, and brownfield redevelopment. More than 600 economic development professionals, builders, homeowners, commercial building owners, facilities professionals, architects, educators, engineers and community advocates attended Create WV and The Building Conference. As a result of our commitment to working with key stakeholders over the long term, statewide building

code was updated and aligned so residential and commercial buildings, along with state funded projects must meet or exceed the 2009 International Conservation Code, saving hundreds of dollars per year in energy costs for a typical house or commercial building.

Leaders and nonprofit organizations are demonstrating their understanding of adaptive reuse and deconstruction as an alternative to demolition by asking for WVSU CED support in policy development related to dilapidated buildings, tax credits for renewable energy retrofits, sustainable planning, research, and high performance building and smart growth initiatives.

We have made a visible impact on the appearance of the region via continued litter sweeps and beautification efforts. We are supporting a growing network of individuals who will continue this annual sweep in future years.

Residential and Commercial energy codes were adopted in 2013 to mandate that all new buildings be designed and built to meet the 2009 International Conservation Code.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
403	Waste Disposal, Recycling, and Reuse
605	Natural Resource and Environmental Economics
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
- Competing Public priorities

##### Brief Explanation

In 2009, we began working with the USDA SET (Stronger Economies Together) program. Five agents were trained to facilitate SET principles in five counties. Between December 2012 and April 2013, our Community and Economic Development program lost two agents and a program leader. The former program champion left earlier in 2012. SET facilitation has not continued due to current staffing levels; however, the excellent skills of the current staff have shaped how we continue to assist communities with their strategic planning and regional economic development activities. Counties still receive assistance, support and expertise in strategic planning, just not officially as part of the SET program.

The budget cuts and struggling economy impacted current staffing levels. Losing four agents within a year's time meant that our CED program had to get lean if it was to remain an effective resource to small businesses and the push to create a culture of entrepreneurship and innovation statewide. We focused on positioning the WVSU Economic

Development Center as a hub for programs and resources to be collected, created, and disseminated via broadband and mobile technology. We are now able to connect quality programs and people as never before.

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

#### **Evaluation Results**

There was a substantial increase in the number of participants across the region committed to regional planning activities; Deconstruction was officially adopted as an alternative to demolition of dilapidated properties across nine counties, regional development authorities and multiple county commissions attended the last Create WV statewide conference, attending planning and training sessions focused on innovation economy strategies for rural and micropolitan communities.

We set a goal to have agents trained in formal land use and planning. Two CED agents completed the WVU Law Clinic's Sustainable Communities Land Use and Planning Certification Workshop in 2013.

Ninety two percent of business clients polled reported increased knowledge in planning, marketing and accessing finance, and basic business knowledge.

A growing number of businesses are connecting with WVSU Economic Development Center resources to learn how to develop and manage their own Website, including a shopping cart component for e-commerce, and social media platforms.

We are working on tracking increased revenue, industry sector, and the number of SBA certified small business start ups as a result of engagement with WVSU agents.

#### **Key Items of Evaluation**

92% of business clients polled reported increased knowledge in planning, marketing and accessing finance, and basic business knowledge.

We met our target of 30 graduates in 2013, and exceeded our placement goals by connecting more than 80% of our graduates in fulltime positions within the construction industry.