

V(A). Planned Program (Summary)

Program # 1

1. Name of the Planned Program

Economic Development and Quality of Life in Rural Communities

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
131	Alternative Uses of Land			10%	
134	Outdoor Recreation			15%	
511	New and Improved Non-Food Products and Processes			15%	
604	Marketing and Distribution Practices			15%	
605	Natural Resource and Environmental Economics			10%	
608	Community Resource Planning and Development			20%	
724	Healthy Lifestyle			5%	
804	Human Environmental Issues Concerning Apparel, Textiles, and Residential and Commercial Structures			5%	
903	Communication, Education, and Information Delivery			5%	
	Total			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	0.0	6.5	0.0
Actual Paid Professional	0.0	0.0	7.9	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	0	393108	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	0	930965	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	265976	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

West Virginia is considered to be a lagging region in terms of economic development and growth, a characteristic shared by many states in the Appalachian Region. While the region has abundant natural resources, particularly coal, natural gas, forests, water and recreational opportunities, unemployment is typically higher than in the rest of the Nation. Accordingly, the West Virginia Agricultural and Forestry Experiment Station has designated economic development and the quality of life in rural communities as one of our primary program areas. Work in this program area is divided into two categories: economic development and quality of life.

A significant part of rural employment growth nationwide has occurred in non-traditional economic activities including those capitalizing on natural resources and climate. A number of possible economic opportunities are currently being investigated in West Virginia, including pasture finished beef, cool water aquaculture, local food production and marketing, wood utilization, organic production of vegetables and animal products, and ecotourism. In the last two years cutbacks in Agricultural Research Service (ARS) budgets and the closing of the ARS facility in Beaver, WV, have led to a reduction in the research resources devoted to the pasture finished beef projects. The elimination of congressionally directed spending has also led to reduced activity in the aquaculture and wood utilization areas. These cutbacks increase the relative importance of federal capacity funding and AFRI competitive funding to the success of our research programs.

Improving the competitive position of small and mid-size enterprises (SMEs) that have declined over time as a result of reduced profitability and marketability of conventional products requires more efficient production processes, alternative products and marketing strategies. For example, production in intensive environments such as greenhouses could be more profitable and potentially less risky, particularly in areas where land, water, labor, and energy are scarce. The goal of one economic development project is to identify strategies for niche and value-added products that will improve SME business performance. This project is timely given that many niche products are more healthful, thereby improving health outcomes in areas such as Appalachia where one strategy to reverse declining economic growth and competitiveness could be to reverse growing obesity and health-related problems. In addition, focusing on SMEs could be an effective economic development strategy because most economic growth occurs at this level. The results of this study show that WV has the land base to produce enough special crops to meet local seasonal demand. In particular, markets for specific vegetables were shown to have potential for significant economic impacts and job creation. These results have sparked interest among farmers and Extension personnel that encourage entry or expansion into these niche markets.

2. Brief description of the target audience

The primary audience for our community and economic development activities is community managers, planners, policy makers, consultants and local development committees or groups. For aquacultural and agricultural product development and marketing, the audience includes producers, processors and distributors. Our work on the quality of life is used by local and State planners and policy makers, State citizens and community groups and educators.

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
Actual	0	0	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	0	11	11

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Presentations on research at professional meetings

Year	Actual
2013	12

Output #2

Output Measure

- Team consultations with, and reports to assist, community action groups focused on improving local economic development and quality of life.

Year	Actual
2013	2

Output #3

Output Measure

- Completed graduate degree programs

Year	Actual
2013	4

Output #4

Output Measure

- Popular press reports.

Year	Actual
2013	4

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Number of community specific plans developed and adopted in whole or in part to help enhance economic development and quality of life.
2	Number of business plans and successful start-ups in the State developed and implemented with assistance from the WVU Agricultural and Forestry Experiment Station.

Outcome #1

1. Outcome Measures

Number of community specific plans developed and adopted in whole or in part to help enhance economic development and quality of life.

2. Associated Institution Types

- 1862 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)

Many communities in West Virginia are lagging economically and need assistance in developing plans to enhance their economic development, quality of life, and attractiveness to tourists. Our Community Design Team (CDT) has operated for 13 years to provide multidisciplinary University teams to help regional communities with economic development, tourism, flood control, transportation planning and design issues. The CDT is a joint venture of the Davis College and WVU Extension.

What has been done

In 2013 the Community Design Team was in the process of reorganizing to better address the needs of the State, so no new community visits occurred and no new plans were developed.

Results

None to report.

4. Associated Knowledge Areas

KA Code	Knowledge Area
131	Alternative Uses of Land
605	Natural Resource and Environmental Economics
608	Community Resource Planning and Development
804	Human Environmental Issues Concerning Apparel, Textiles, and Residential and Commercial Structures

Outcome #2

1. Outcome Measures

Number of business plans and successful start-ups in the State developed and implemented with assistance from the WVU Agricultural and Forestry Experiment Station.

2. Associated Institution Types

- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	4

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The fastest growth in the U.S. economy is due to entrepreneurship and growth in small sole proprietorship businesses. The Appalachian region has lagged the nation in the growth of new small businesses.

What has been done

The Davis College has developed an entrepreneurship program that helps students develop business plans in conjunction with faculty and local business leaders. An annual statewide competition is held with the winners receiving funding for start-ups. Our students continue to dominate the winner's list of that program due to the quality of our entrepreneurship program and the abilities of our students.

Results

Business plans were successfully developed and implemented by WVU Davis College students, with assistance from the faculty and local business leaders in 2013 in the areas of artificial insemination of cattle, equestrian outfitting, hydroponics and agro-tourism. Davis College students are working on a patent for a device to instantly stop the flow of blood in the limbs of soldiers who have been severely injured by an explosive device.

4. Associated Knowledge Areas

KA Code	Knowledge Area
134	Outdoor Recreation
511	New and Improved Non-Food Products and Processes
608	Community Resource Planning and Development
903	Communication, Education, and Information Delivery

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Economy
- Appropriations changes

Brief Explanation

The sequestration in 2013 limited the funding we were able to use to conduct our research program in this area.

V(I). Planned Program (Evaluation Studies)

Evaluation Results

Experiment Station research program evaluation will take place at two levels and on two different time cycles. All programs will use these general criteria plus additional criteria tailored to each program as detailed in the Plan of Work under Outputs and State Defined Outputs and Outcomes.

Annual evaluation will continue as before, looking at productivity in terms of immediate impact:

- Referee journal articles and books
- Professional presentations
- General audience papers and news reports
- M.S. and PhD graduates
- Trends in terms of competitive funding

And in terms of longer-term impact:

- Citations in scientific journals
- Patents
- Successful technology transfer or start-ups based on research programs
- Awards based on continuing impact and research excellence

In addition, every five years we will have a full portfolio review of our research programs in terms of:

- Long term productivity
- Relevance to our constituent groups and the State and Region
- The allocation of research inputs among the programs
- Consideration of eliminating some research programs that are not productive or have diminished relevance given NIFA and State priorities
- Consideration of adding additional program areas given NIFA and State priorities

Our standard annual evaluation results are detailed in the state defined outputs and

state defined outcomes sections of this report. In addition, for this program we evaluated our programs that encourage researchers to pursue patents, licensing agreements and other forms of technology transfer in order to reduce barriers for faculty. We also, in conjunction with the university developed a system to help undergraduate students with business plans, start ups and patents. We found a number of areas that imposed barriers and attempted to improve our system. We also did a full evaluation of our Community Design Team program.

Key Items of Evaluation

Our changes in our entrepreneurship program and attempts to foster technology transfer have been successful. Business plans were successfully developed and implemented by WVU Davis College students, with assistance from the faculty and local business leaders in 2013 in the areas of artificial insemination of cattle, equestrian outfitting, hydroponics and agrotourism. Davis College students are working on a patent for a device to instantly stop the flow of blood in the limbs of soldiers who have been severely injured by an explosive device. In addition, two faculty members made progress in a licensing agreement with a food manufacturer to market a product they developed.

Our evaluation of our Community Design Team, a program conducted jointly with WVU Extension, led us to put the program on hold for an indefinite period, for budgetary purposes and to allow time for strategic planning to revitalize the program.