

V(A). Planned Program (Summary)

Program # 8

1. Name of the Planned Program

Community 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
604	Marketing and Distribution Practices	10%		25%	
608	Community Resource Planning and Development	50%		15%	
610	Domestic Policy Analysis	20%		30%	
803	Sociological and Technological Change Affecting Individuals, Families, and Communities	20%		30%	
	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

Actual Paid Professional	27.0	0.0	0.0	0.0
Actual Volunteer	0.0	0.0	0.0	0.0

2. Institution Name: Washington State University

Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
534464	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
534464	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
4595578	0	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

WSU Extension's Community & Economic Development (CED) Program unit concentrates on building the skills of the people and communities of Washington State and on contributing to sustainable economic development. CED efforts contribute to vibrant communities and a sustainable Washington by assisting non-profit organizations, local government, and state agencies to better serve their constituents. CED economic development programs focus on creating and/or maintaining living wage incomes. This is accomplished through collaboration with local and state economic development professionals to assist with such efforts as food processing, creation of composite products in the industrial sector, export assistance, small business development, and family asset building in our rural communities. Program delivery takes the form of training, applied research, and collaborative policy development.

2. Brief description of the target audience

Target audiences for the program include community leaders, agency personnel, local government officials, non-profit organizations, business entrepreneurs, local business leaders, families, and the general public.

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	35000	173000	7025	11000

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	10	4	14

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- The number of communities increasing their use of digital technologies.

Year	Actual
2013	68

Output #2

Output Measure

- The number of local governments, state agencies and non-profits assisted.

Year	Actual
2013	410

Output #3

Output Measure

- The number of existing or new businesses and entrepreneurs assisted.

Year	Actual
2013	2000

Output #4

Output Measure

- The number of people receiving family asset building education.

Year	Actual
2013	1660

Output #5

Output Measure

- The number of people/agencies provided information that promotes export of Washington products.

Year	Actual
2013	1500

Output #6

Output Measure

- The number of educational and scholarly products produced by CED educators.

Year	Actual
2013	151

Output #7

Output Measure

- Number of graduate students with a significant professional orientation in the area of Community and Economic Development.

Year	Actual
2013	21

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Number of communities enacting processes to increase economic development or the use of digital technologies.
2	Number of local, state, or non-profit entities increasing their capacity to function more effectively.
3	Number of existing or new businesses and entrepreneurs assisted through increased knowledge, including good business practices, food processing safety, composite manufacturing, and exporting.
4	Number of people who initiate family wealth building activities

Outcome #1

1. Outcome Measures

Number of communities enacting processes to increase economic development or the use of digital technologies.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	68

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

For Washington, "It's the economy, stupid!" remains a true statement. As Washington recovers from the recession, recovery in our rural areas still lags far behind our metropolitan areas. In addition, Washington's taxing structure is based upon sales taxes and user fees, both of which are greatly impacted by commerce, or the lack there of, within the state. Therefore, local and state economic development remain top priorities for our decision-makers. Lastly, there is growing recognition that an essential element for local economic development is access to broadband and associated digital technologies.

What has been done

In 2013, WSU Extension's Community & Economic Development (CED) activities centered on local economic development, planning, and broadband deployment. Notable activities included all of the following: (1) the successful initiation of a EDA planning grant aimed at fostering food processing and unmanned aerial vehicle industrial clusters in the Columbia Gorge (which includes both south central Washington and north central Oregon); (2) the development of woody biomass aviation fuel; (3) assisting six rural counties address the lack of broadband access by providing digital literacy training, hosting a rural technology expo, and providing training and technical assistance to three urban communities to increase telework; and (4) conducting a statewide rural development conference.

Results

WSU Extension projects in community and economic development are in various degree of completion. Industrial clusters in the Gorge are in the midst of the planning stage. Two task groups have been formed around food processing and composite/civil applications of unmanned aerial vehicles. Leveraging ARRA broadband infrastructure investments, WSU collaborated with economic development organizations, telecommunications providers and community leaders to increase use of broadband as well as identify and work to fill remaining service gaps. These

projects engaged 151 local, state, federal, non-profit and private sector organizations on local planning teams. Telework assistance led to increased use of telework to help meet Commute Trip Reduction requirements as well as the formation of a new state agency telework committee. The statewide rural development conference resulted in the formation of economic development projects in 11 places around Washington.

4. Associated Knowledge Areas

KA Code	Knowledge Area
604	Marketing and Distribution Practices
608	Community Resource Planning and Development
610	Domestic Policy Analysis
803	Sociological and Technological Change Affecting Individuals, Families, and Communities

Outcome #2

1. Outcome Measures

Number of local, state, or non-profit entities increasing their capacity to function more effectively.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	410

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

While there are some in society who feel that government is drag on the economy and intrusive in our lives, the truth is that America depends on effective governance and a healthy non-profit sector. It is through government that we meet the majority of our collective basic needs for safety, a healthy environment, education. In addition, it is through a vigorous non-profit sector that we undertake actions that benefit community and/or contribute to our quality of life.

What has been done

WSU Extension's efforts in local and state government assistance primarily took place through the William D. Ruckelshaus Center and the Division of Governmental Studies and Services (DGSS). DGSS is devoted to providing high quality research, training, and technical assistance to

federal, state, and local government agencies throughout Washington State <http://dgss.wsu.edu/>.

Results

There is a vast array of non-profits in Washington. Our Extension work in this arena is varied as well. At the community level outcomes most often center on planning, better governances, funding development and evaluation. An example of this work is our efforts with Northeast Washington Hunger Coalition. Extension faculty conducted a Ripple Effect Map (REM) assessment which allowed the organization to identify and evaluate their programming outcomes. Local decision makers are now actively pursuing a joint branding and marketing strategy aimed at increasing the economic vitality of the region.

4. Associated Knowledge Areas

KA Code	Knowledge Area
604	Marketing and Distribution Practices
608	Community Resource Planning and Development
610	Domestic Policy Analysis
803	Sociological and Technological Change Affecting Individuals, Families, and Communities

Outcome #3

1. Outcome Measures

Number of existing or new businesses and entrepreneurs assisted through increased knowledge, including good business practices, food processing safety, composite manufacturing, and exporting.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	1900

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The small business sector remains a vital component of most local economies. The health of this sector is fundamental to the sustainability of our communities. This sector of the economy suffered greatly during the last recession and has been slow to recover. Additionally, the supply chain businesses of Washington's local food systems remain a substantial part of the State's

economy. Lastly, Washington remains both a substantial hub for both exports and imports of goods from Asian markets.

What has been done

Business development and assistance provided through WSU Extension focuses on agriculture, agribusinesses, business in small rural communities and composite/wood manufacturing. Currently, there is an emphasis on serving small businesses and entrepreneurs in Washington's growing Latino population. In addition, Extension's food processing outreach and applied research takes place through the School of Food Science, a joint effort of WSU and the University of Idaho.

Results

During 2013, over 2000 individuals, entrepreneurs and/or businesses were provide information, training and/or technical assistance. Assisted 9 manufacturers with composite materials production and potential for the reuse of waste materials for composites. Established two Resource and Advising Center (RAC) in partnership with the Hispanic Chamber of Commerce, located in the Tri-Cities and Yakima, WA. Other outcomes for 2013 include assisting 40 Latino small businesses in accessing capital (loans), start-ups and licenses, and markets expansion all as a result of work with the small business owners.

4. Associated Knowledge Areas

KA Code	Knowledge Area
604	Marketing and Distribution Practices
608	Community Resource Planning and Development
610	Domestic Policy Analysis

Outcome #4

1. Outcome Measures

Number of people who initiate family wealth building activities

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	1600

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

In the United States, wealth distribution across income classes is increasing disparate with more wealth continuing to concentrate at the top. The increasing disparity is also true in Washington.

What has been done

In an effort to address wealth creation for limited income families, WSU Extension first collaborated with the Northwest Area Foundation and more recently the Paul G. Allen Family Foundation. Through the support of these Foundations, Extension has undertaken financial literacy education, micro-enterprise development, debt counseling, and capacity-building activities for regional non-profits serving low-income populations.

Results

Almost 850 limited income people and families undertook education or used counseling services: 450 individuals received financial education training; 112 received debt management training; and 255 received income tax assistance. In addition, as part of new set of activities in late 2013, two public entities went through "poverty simulations" to help their staff truly understand the day-to-day financial difficulties of their clients.

4. Associated Knowledge Areas

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

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Economy
- Appropriations changes
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Competing Programmatic Challenges

Brief Explanation

Numerous external factors can potentially impact the success of WSU Extension programs. The continuation of the recession is resulting in smaller budgets for university outreach. Reduced state and county funding has damaged our ability to meet programming targets, especially because there are now fewer educators employed by WSU Extension. We have partially compensated through the use of technology to increase the efficiency of our outreach and through extramural fund development; however, this type of increased output per professional FTE cannot be expected to continue into the future. Additionally, legislative action can create new pressures on WSU Extension due to unfunded budget proviso mandates and/or negative finance impacts on organizations that have been traditional partners.

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V(I). Planned Program (Evaluation Studies)

Evaluation Results

In 2013, we started to see the fruits of WSU Extension's new program oriented structure. In the Community & Economic Development arena, we reached more communities, non-profits, and public agencies than ever before. We did this in a much more multi-disciplinary fashion through project teams that include faculty from 7 WSU colleges and schools. More importantly, the outcomes of our work had more far broader reaching impacts through helping decision-makers formulate state policy as well as local communities strengthen their governmental, non-profit, and private sectors. This is evidenced by our work in deployment of broadband access in rural areas; advancements in the composition and utilization of composite materials across the manufacturing spectrum; and food processing innovations that have helped Washington remain a competitive and increasingly healthy economy.

Key Items of Evaluation

The metrics chosen for WSU Extension's Community & Economic Development work reflect an orientation towards supporting family wealth building, local economic development, better governance, and support for select industrial sectors. A premium is place on activities that simultaneously move multiple program agendas forward, i.e., our Latino small business development work that both builds family wealth and the supports the local economy.

The metrics utilized to evaluate our work consist of the recognized key metrics for success formulated by the communities we serve. Primarily, our economic development assistance is aimed at creating new business and entrepreneurs. These metrics are at the top of list of our community, state, federal, and private sector partners as well. With regards to our community capacity building efforts, the metrics chosen are indicators that act as surrogates for evaluations, measuring increases in social capital. These include better governance work through informed public policy development (e.g., work done through the William D. Ruckelshaus Center), improved local and state agencies processes (e.g., work done through the Division of Governmental Studies and Services).

Lastly, our scholarly activities are aimed at contributions to the discipline of extension and focus upon disseminating best practices and new program innovations to those who need it most - citizens of Washington State.