

V(A). Planned Program (Summary)

Program # 5

1. Name of the Planned Program

Economic & Community 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
112	Watershed Protection and Management	6%		0%	
601	Economics of Agricultural Production and Farm Management	0%		34%	
602	Business Management, Finance, and Taxation	25%		0%	
603	Market Economics	0%		5%	
604	Marketing and Distribution Practices	0%		5%	
606	International Trade and Development Economics	0%		16%	
607	Consumer Economics	0%		1%	
608	Community Resource Planning and Development	17%		19%	
609	Economic Theory and Methods	0%		1%	
610	Domestic Policy Analysis	2%		14%	
702	Requirements and Function of Nutrients and Other Food Components	0%		2%	
703	Nutrition Education and Behavior	0%		1%	
704	Nutrition and Hunger in the Population	0%		1%	
724	Healthy Lifestyle	0%		1%	
803	Sociological and Technological Change Affecting Individuals, Families, and Communities	46%		0%	
806	Youth Development	4%		0%	
	Total	100%		100%	

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

Year: 2014	Extension		Research	
	1862	1890	1862	1890

Plan	20.2	0.0	2.0	0.0
Actual Paid	19.6	0.0	14.9	0.0
Actual Volunteer	13.1	0.0	0.5	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
405403	0	62669	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
412431	0	1507152	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
2987664	0	274993	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

In the area of **Economic Viability and Sustainability**, the University of Arkansas Division of Agriculture has worked to:

- Identify trends affecting Arkansas communities and regions.
- Help Arkansas communities and regions identify and implement innovative economic development strategies.
- Provide education and technical assistance to Arkansas businesses and entrepreneurs.
- Help local governments explore innovative solutions and optimize resources.

In the area of **Rural Infrastructure**, the University of Arkansas Division of Agriculture has worked to:

- Provide tools for communities to assess infrastructure needs.
- Assist in identifying local, state and federal resources to address infrastructure challenges.
- Support communities' efforts to obtain and use information technologies, including broadband connectivity.

In the area of **Leadership and Community Involvement**, the University of Arkansas Division of Agriculture has worked to:

- Provide leadership education for youth and adults.
- Assist local coalitions to develop and implement strategic plans.
- Work with communities and leaders to create environments that encourage innovation.
- Teach citizen involvement to enhance the vitality of Arkansas communities and regions.
- Engage diverse and under-served populations in civic involvement.
- Provide science--based information and education about public issues.

In the area of **Quality of Life**, THE U OF A DIVISION OF AGRICULTURE WILL:

- Provide tools to help communities evaluate and enhance their quality of life assets and opportunities.
- Assist communities in quality of life marketing to targeted audiences.

In the area of **Population Composition and Change**, the University of Arkansas Division of Agriculture has worked to:

- Inform policymakers and community leaders of pertinent population trends.
- Deliver programs that help leaders anticipate impacts of population changes.
- Develop and deliver programs for specific population groups based on demographic changes.
- Help Arkansans understand and address opportunities and challenges of the rural/urban interface.

2. Brief description of the target audience

- Producers - Small, large, limited resource, retirement, and other
- Non-Farm Private Landowners
- Businesses - Industry, small, large, rural, urban, consultants, and other
- Elected Officials - City, county, state, and federal
- Unelected and emerging leaders
- Organizations - Civic, community, producer, consumer, nonprofit and other
- Government Personnel - Public agencies and administrators, and other
- Voters
- Research, Extension and teaching professionals
- Educators
- General Public
- Youth

3. How was eXtension used?

Use of eXtension varied depending on program and research needs of faculty and staff members. Several faculty members are members of one or more communities of practices (CoP). The portal was accessed periodically to see if information had been shared by others that could be used for a particular project. Faculty and staff also participated in webinars directly linked to or affiliated with eXtension, such as those offered on regional and local food systems. They have also promoted webinars that might be of interest to internal or external clientele through social media and email. The National Agricultural Law Center (NALC) serves as the lead institution for the Agricultural & Food Law Community of Practice; therefore, in that capacity, University of Arkansas faculty (where NALC is housed) developed and posted content and conducted several webinars on topics such as animal confinement laws, application of the Clean Water Act to agriculture, federal crop insurance and the farm bill. These webinars have been well-attended and have reached a diverse audience of policymakers, Cooperative Extension Service professionals, attorneys, and others. In addition, several grant applications submitted by faculty have included an eXtension component. Examples include Native American agricultural and food law resources, agritourism and landowner liability issues, equine boarding stable contracts, and estate planning. The NALC has brought the Agricultural & Food Law Consortium members into the CoP leadership, to help review new content, ensure quality, and encourage the publication of new articles and content.

V(E). Planned Program (Outputs)

1. Standard output measures

2014	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	79198	25647	3737	1809

2. Number of Patent Applications Submitted (Standard Research Output)

Patent Applications Submitted

Year: 2014
 Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2014	Extension	Research	Total
Actual	11	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Number of clientele contacts resulting from education classes, workshops, group discussions, one-on-one interventions, demonstrations, and other educational methods

Year	Actual
2014	40395

Output #2

Output Measure

- Number of educational materials, curricula, newsletters, web-based modules and fact sheets developed, produced and delivered

Year	Actual
2014	4328

Output #3

Output Measure

- Number of grants and dollars generated by grant and contract development efforts

Year	Actual
2014	1347223

Output #4

Output Measure

- Number of issue groups formed
Not reporting on this Output for this Annual Report

Output #5

Output Measure

- Number of organized watershed groups
Not reporting on this Output for this Annual Report

Output #6

Output Measure

- Number of public meetings held for issue and watershed groups

Year	Actual
2014	19

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Number of participants (youth and adult) who report conducting programs, community service projects, adopting new skills or accepting new leadership roles as a result of leadership development education programs
2	Estimated dollar value of program support volunteers (includes: EH; 4-H, Master Gardeners; Leadership students, etc.)
3	Total annual revenue generated by active APAC business clients
4	Number who indicate a change in behavior, based on lessons learned from Community & Economic Development programs
5	Number who indicate new knowledge gained based on lessons learned from Community & Economic Development programs
6	Number of Tax Preparers certified through Tax Schools
7	Number of floodplain managers certified
8	Number of citizens participating in ballot issues education who indicate an intent vote
9	Number of community actions taken as a result of participating in a Breakthrough Solutions program
10	Number of policy actions taken as a result of civic engagement

Outcome #1

1. Outcome Measures

Number of participants (youth and adult) who report conducting programs, community service projects, adopting new skills or accepting new leadership roles as a result of leadership development education programs

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	395

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

When the Land Grant Colleges were formed, they were called "people's colleges" because they provided practical education for a broad spectrum of people. This included a commitment to teaching people information about particular technical subjects, as well as the leadership and organizational skills to get things done in their communities and improve their quality of life.

What has been done

Lead Arkansas (LeadAR) is a two year life-changing event for emerging Arkansas leaders from rural and urban communities. Our goal is to increase participants' knowledge and understanding of the economic and social changes affecting our state through the practical application of leadership skills and development of expertise to address critical problems facing their communities.

Results

Several members of LeadAR Class 16 completed service projects in 2014. Projects included: creation of a high school leadership program; development of an online community resource directory; solicitation of funding to purchase city street signs; securing an agreement with a state agency to improve policies and procedures regarding foster youth; creation of an elementary school science center; funding and installation of a city welcome sign; expansion of a U. S. National Committee of United Nations Women chapter; free income tax assistance program; creation of a temporary homeless shelter; establishment of an historical school restoration committee; and implementation of a "No Place for Hate" program in two schools.

4. Associated Knowledge Areas

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

Outcome #2

1. Outcome Measures

Estimated dollar value of program support volunteers (includes: EH; 4-H, Master Gardeners; Leadership students, etc.)

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	15008739

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

In Arkansas, 21.8% of residents volunteer. With 21.5% of volunteers being over the age of 55. In Howard County, volunteers are vital to Extension programs. They assist in conducting programs and fundraising.

What has been done

County Extension Agents provide leader training, serve as advisors and support volunteers in conducting community projects. In Howard County, agents organized an area leadership conference for Extension Homemakers; worked with Master Gardeners to plan a pre-conference educational tour for the State Master Gardeners meeting; and shared volunteer opportunities to assist with 4-H activities, school programs, fundraising and other community needs.

Results

Volunteers in Howard County have responded positively with over 5600 volunteer hours reported, valued at \$125,978. They completed 29 community service projects and collected over \$30,000 in grants and donations to conduct educational programs. They conducted 20 Farmers Market Days with educational programs, assisted with 17 educational programs, and provided 17 Leadership training opportunities for others in the county.

4. Associated Knowledge Areas

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

Outcome #3

1. Outcome Measures

Total annual revenue generated by active APAC business clients

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	28894239

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Changes in the economy, technology, and population continue to transform communities, the economic climate and the lives of Arkansans. While urban areas in Arkansas have mostly recovered from the Great Recession, rural areas have been slower to rebound. In a constantly changing economic environment, it is important for businesses to be able to identify and access new market opportunities.

What has been done

The Arkansas Procurement Assistance Center (APAC) is operated by the University of Arkansas System, Division of Agriculture, Cooperative Extension Service under a Cooperative Agreement from the Department of Defense (DOD) through a program administered by the Defense Logistics Agency (DLA). The purpose of the program is to generate employment and to improve the general economy of a locality by assisting business firms in obtaining and performing under federal, state and local government contracts.

Results

In Program Year 2014, APAC personnel had 989 individual counseling sessions with clientele. They held 43 events, such as presentations, meetings workshops and exhibits, where they had direct interaction with 968 people. During this period APAC clients reported receiving 510 awards

valued at nearly \$28.9 million in government contracts, making a significant economic contribution to Arkansas communities and the state.

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

Number who indicate a change in behavior, based on lessons learned from Community & Economic Development programs

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	1798

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
608	Community Resource Planning and Development
803	Sociological and Technological Change Affecting Individuals, Families, and Communities
806	Youth Development

Outcome #5

1. Outcome Measures

Number who indicate new knowledge gained based on lessons learned from Community & Economic Development programs

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	12959

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
607	Consumer Economics
608	Community Resource Planning and Development
610	Domestic Policy Analysis
806	Youth Development

Outcome #6

1. Outcome Measures

Number of Tax Preparers certified through Tax Schools

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	365

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation

Outcome #7

1. Outcome Measures

Number of floodplain managers certified

Not Reporting on this Outcome Measure

Outcome #8

1. Outcome Measures

Number of citizens participating in ballot issues education who indicate an intent vote

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	350

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
610	Domestic Policy Analysis

Outcome #9

1. Outcome Measures

Number of community actions taken as a result of participating in a Breakthrough Solutions program

Not Reporting on this Outcome Measure

Outcome #10

1. Outcome Measures

Number of policy actions taken as a result of civic engagement

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	1

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Lake Maumelle is a valuable resource for Pulaski County. The lake is a source of drinking water for nearly 400,000 Central Arkansans. County residents are concerned about the lake's future water quality, encroachment of city development, maintenance of stream corridors and buffers, and land owner property rights. The watershed area was subject to the county's first zoning codes, which were controversial.

What has been done

The Lake Maumelle Watershed Task Force was an independent group of Pulaski County residents formed to review a county zoning ordinance. Quorum Court members asked UA Division of Agriculture staff to facilitate task force meetings over a one-year period. The group recommended changes to the zoning code involving stream buffers, conditional use permits, rezoning requests, and definitions of land use practices. The group also agreed to ask the highway department to change hazardous liquid transmission policies in the watershed.

Results

The Pulaski County Quorum Court in August 2014 unanimously adopted changes to the Lake Maumelle Watershed zoning code after a year of work by the task force, whose 31 members spent a combined 3,481 hours researching and deliberating suggested changes. These volunteer hours are valued at \$77,080 based on per hour estimates utilized by the Arkansas Division of Community Service and Nonprofit Support.

4. Associated Knowledge Areas

KA Code	Knowledge Area
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112	Watershed Protection and Management
608	Community Resource Planning and Development
610	Domestic Policy Analysis
803	Sociological and Technological Change Affecting Individuals, Families, and Communities

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.)
- Other (Conflicting inter-state policies)

Brief Explanation

Funding concerns limited our inability to replace staff members who left the organization for retirement or other reasons. This is the only external factor with any significant impact on outcomes.

V(I). Planned Program (Evaluation Studies)

Evaluation Results

A variety of methods were used to evaluate programs including the use of advisory groups, participant questionnaires, pre-and post-tests, interviews with program participants, required reporting mechanisms and informal feedback. Examples of evaluation results in 2014 include:

- Ten out of 21 LeadAR Class 16 reported completing service projects to give back to their communities in 2014.
- Nearly 1,800 program participants reported a change in behavior as a result of programs including implementing new strategies, tools, or technology; initiating programs and activities that reflect participation by a broad base of stakeholders; initiating collaborative activities; developing, adopting or implementing plans; or taking other actions.
- Nearly 13,000 program participants reported gaining knowledge, understanding, awareness, or skills as a result of our programs.

Key Items of Evaluation

Arkansas Procurement Assistance Center clients are required to submit monthly online activity reports indicating whether they receive any government contracts. This information is used to track contract dollars received and jobs created or retained. An annual customer

satisfaction survey is also conducted. in 2014 clients reported 510 awards valued at just under \$28.9 million with an estimated 578 jobs created and/or retained.