

V(A). Planned Program (Summary)

Program # 4

1. Name of the Planned Program

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
124	Urban Forestry	2%		0%	
131	Alternative Uses of Land	5%		0%	
134	Outdoor Recreation	5%		0%	
601	Economics of Agricultural Production and Farm Management	5%		0%	
602	Business Management, Finance, and Taxation	3%		0%	
603	Market Economics	3%		10%	
604	Marketing and Distribution Practices	3%		0%	
605	Natural Resource and Environmental Economics	5%		15%	
608	Community Resource Planning and Development	10%		15%	
610	Domestic Policy Analysis	8%		0%	
802	Human Development and Family Well-Being	20%		0%	
803	Sociological and Technological Change Affecting Individuals, Families, and Communities	10%		50%	
805	Community Institutions and Social Services	15%		0%	
806	Youth Development	3%		0%	
903	Communication, Education, and Information Delivery	3%		10%	
	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	7.9	0.0	2.0	0.0
Actual Paid	5.7	0.0	1.3	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
171242	0	95485	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
171242	0	95485	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
177766	0	621444	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

The Community Development Team reported 5,518 Extension direct educational contacts and 60,300 indirect contacts. Team members published three 3 refereed journal articles and two peer reviewed Extension publications and participated in projects funded through \$414,282 in grants. The Community Development Team implemented the Community Coaching for Grass Roots Action program last year to meet the needs of rural communities that desire a focus on action (rather than protracted educational delivery). In 2014 the program was presented in Aberdeen and Lapwai, and was initiated in Arco/Mackay. The Lapwai project (on the Nez Perce Reservation) has evolved into the "Lapwai Community Action Team" that continues the community development vision created through the Grass Roots project. Extension engagement with several local economic development councils and similar citizen-led initiatives is reported across the State. Local partnerships (with county and city economic development committees) provide opportunities for UI Extension faculty to deliver a variety of educational programs for local leaders and entrepreneurs. Courses including Business 101, Ready, Set, Grow Your Business, and The Dollar Game have brought a range of experts, including Business and Law faculty and agency experts, into communities in 2014 improving understanding and decision-making skills of participants. Extension faculty serve on local economic development boards, assist with the management of business incubators, and mentor local business start-ups. Extension participates in regional economic development partnerships including the Clearwater and Lost River Economic Development Associations. Statewide partnerships involving Community Development Team members include the Rural Opportunities Consortium of Idaho (to encourage rural entrepreneurship), Wealth Work Northwest (supported by an AFRI grant), and the Idaho Rural Partnership (IRP). IRP conducts community reviews across the State (normally one or two per year). UI participation in the community review in Aberdeen in 2014 provided an entry for the Community Coaching project to be delivered by Extension faculty.

2. Brief description of the target audience

Target audiences include:

- Small business owners in Idaho
- Government organizations/agencies in Idaho
- Community non-profit organizations
- Entrepreneurs - current and future
- Elected officials & decision makers (state & local)
- State & local employees
- New leaders and individuals currently serving in leadership roles
- Rural communities
- UI staff and volunteers
- Educators
- Youth
- Families

Target audiences will participate in educational training opportunities. In many instances target audiences will also be involved in designing of programs, serving on steering committees, teaching of curriculum, recruiting of program participants, and in evaluation & redesign of programs.

3. How was eXtension used?

use of eXtension is unknown for this program

V(E). Planned Program (Outputs)

1. Standard output measures

2014	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	4982	4490	836	483

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	2	28	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Steering Committees/Teams formed.

Year	Actual
2014	5

Output #2

Output Measure

- Materials/Curriculum developed.

Year	Actual
2014	2

Output #3

Output Measure

- Presentations/Workshops delivered

Year	Actual
2014	29

Output #4

Output Measure

- Series/Short Courses/workshops - organized &/or taught

Year	Actual
2014	10

Output #5

Output Measure

- Conference posters/presentations

Year	Actual
2014	26

Output #6

Output Measure

- Boards & Communities - Facilitated/Mentored/Coached.

Year	Actual
2014	25

Output #7

Output Measure

- Communities served.

Year	Actual
2014	36

Output #8

Output Measure

- Counties served.

Year	Actual
2014	26

Output #9

Output Measure

- web-based educational materials developed

Year	Actual
2014	2

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	O: Entrepreneurs: Current & future Idaho Entrepreneurs learn business practices and develop skills needed for starting a business. I: Number of participants learning skills
2	O: Customer: Small business owners and government organizations adopt customer oriented operating practices. I: Number of participants indicated adoption of practices. (customer service follow-up checklist)
3	O: Leadership: Incumbent and emerging leaders learn skills for leadership positions. I: Number of participants with increased skills (pre-post test)
4	O: Leadership: New leaders will assume leadership roles. I: Number of new leaders serving in communities. (1 yr. follow up checklist/count)
5	O: Family Life: Users of web-based family life materials find useful information that addresses their needs. I: Number of participants accessing the materials who rate the information as useful
6	O: Human capital development. I: Youth gain understanding of post-high school educational opportunities.(Retrospective pretest)
7	O: Regional business development: Economic and business development organizations collaborate at a regional level to offer comprehensive business training and support to local communities. I: Number of regions, counties or clusters of communities establishing a regional business development effort. (Retrospective Post)
8	O: Social Capital Development: Community Partnerships will be developed through community networks and mentoring. I: Number of participants in network and mentoring relationships.
9	O: Spaces and Places: Student teams will develop design concepts that meet community planning and design needs. I: Completed design project.
10	Entrepreneurs: entrepreneurs establish or expand their businesses. I: Number of business owners establishing or expanding their business.
11	Research focuses on local competitive advantage (embedded strengths and assets, such as natural amenities, universities, geographic location, infrastructure, etc.) and how strengths can be best leveraged to achieve a trajectory of economic growth and community vitality.

Outcome #1

1. Outcome Measures

O: Entrepreneurs: Current & future Idaho Entrepreneurs learn business practices and develop skills needed for starting a business. I: Number of participants learning skills

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	40

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Rural communities in Idaho are struggling socially and economically due to the recession and longer term changes in the economy. Small business development expansion and retention is critical for sustaining population and services in Idaho's rural communities.

What has been done

Two workshops were held in St. Maries, two in Plummer, one in Tekoa, Washington (with Idaho residents attending) and one in Kendrick. Workshops focused on business feasibility analysis, strategic finances, marketing and business pitching. A UI undergraduate studying business was hired to provide one-on-one assistance to participants. The series, entitled Ready, Set, Grow Your Business, is being replicated in Kendrick and Juliaetta and a waiting list for the series is growing.

Results

47 prospective, new and established businesses have participated in workshops. Participants report learning how to assess a business idea, how to evaluate the success of their business using financial statements and how to more effectively market their business. They also report establishing relationships with other business owners and business development service providers. Six month follow-up interviews are being conducted with participants in the first series held in St. Maries, Plummer and Tekoa. The undergrad working on the project has been coaching several businesses on start-up and expansion activities.

4. Associated Knowledge Areas

KA Code	Knowledge Area
----------------	-----------------------

601	Economics of Agricultural Production and Farm Management
602	Business Management, Finance, and Taxation
608	Community Resource Planning and Development
803	Sociological and Technological Change Affecting Individuals, Families, and Communities
903	Communication, Education, and Information Delivery

Outcome #2

1. Outcome Measures

O: Customer: Small business owners and government organizations adopt customer oriented operating practices. I: Number of participants indicated adoption of practices. (customer service follow-up checklist)

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	117

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Rural communities in Idaho are struggling socially and economically due to the recession and longer term changes in the economy. Small business development expansion and retention is critical for sustaining population and services in Idaho's rural communities.

What has been done

Two workshops in St. Maries, two in Plummer, one in Tekoa, Washington (with Idaho residents attending) and one in Kendrick were held. Workshops focused on business feasibility analysis, strategic finances, marketing and business pitching. A UI undergraduate studying business was hired to provide one-on-one assistance to participants. The series, entitled Ready, Set, Grow Your Business, is being replicated in Kendrick and Juliaetta and a waiting list for the series is growing.

Results

47 prospective, new and established businesses have participated in workshops. Participants report learning how to assess a business idea, how to evaluate the success of their business using financial statements and how to more effectively market their business. They also report

establishing relationships with other business owners and business development service providers. Six month follow-up interviews are being conducted with participants in the first series held in St. Maries, Plummer and Tekoa. The undergrad working on the project has been coaching several businesses on start-up and expansion activities.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development
803	Sociological and Technological Change Affecting Individuals, Families, and Communities
805	Community Institutions and Social Services
903	Communication, Education, and Information Delivery

Outcome #3

1. Outcome Measures

O: Leadership: Incumbent and emerging leaders learn skills for leadership positions. I: Number of participants with increased skills (pre-post test)

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	20

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Enhancing leadership skills among rural residents increases volunteerism and the likelihood of effective collective action.

What has been done

Community Coaching for Grassroots Action workshops were delivered in Lapwai (Nez Perce Reservation) from October - December, with coaching continuing throughout the year. Participants developed a community vision, action teams, a steering committee and action plans. A core group of leaders has formed and is called the Lapwai Community Action Team.

Results

The Lapwai Community Action team has planned and implemented a community clean-up, an education fair, and a celebration for Earth Day. The committee has provided volunteers for an annual community celebration, created an artist registry, a business plan for a business incubator, and is planning a skate park and an annual holiday tree lighting event in the city park. These actions indicate enhanced community engagement, civic interest, and concrete efforts to increase the vitality of the small, rural community.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development
803	Sociological and Technological Change Affecting Individuals, Families, and Communities
805	Community Institutions and Social Services
903	Communication, Education, and Information Delivery

Outcome #4

1. Outcome Measures

O: Leadership: New leaders will assume leadership roles. I: Number of new leaders serving in communities. (1 yr. follow up checklist/count)

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	8

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

It is important that new leaders emerge in rural communities because the small population means there are fewer people to support quality of life and local economic development activities. Young people need to assume leadership roles in a systematic way to prevent gaps in community leadership.

What has been done

UI Extension personnel delivered community leadership workshops, coached, and consulted with local community members and organizations in a number of rural communities.

Results

Participants in Extension programs who have moved into leadership positions include a young woman in Butte County elected to the Board of County Commissioners based on her platform for community economic development, a Tribal member leading the development of the Lapwai business incubator, a community member leading the development of the Lapwai skate park, several Hispanic residents in Aberdeen engaging with traditional (non-Hispanic) community leadership institutions, and two individuals who joined forces to found a new Chamber of Commerce association for a community on the Coeur d'Alene Reservation.

4. Associated Knowledge Areas

KA Code	Knowledge Area
131	Alternative Uses of Land
608	Community Resource Planning and Development
803	Sociological and Technological Change Affecting Individuals, Families, and Communities
805	Community Institutions and Social Services
903	Communication, Education, and Information Delivery

Outcome #5

1. Outcome Measures

O: Family Life: Users of web-based family life materials find useful information that addresses their needs. I: Number of participants accessing the materials who rate the information as useful

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	22

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
802	Human Development and Family Well-Being
803	Sociological and Technological Change Affecting Individuals, Families, and Communities
805	Community Institutions and Social Services

Outcome #6

1. Outcome Measures

O: Human capital development. I: Youth gain understanding of post-high school educational opportunities.(Retrospective pretest)

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	156

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Youth, especially youth in rural communities, do not always understand the myriad of options for them post-high school therefore they need repeated exposure to a variety of educational and career options. UI Extension provided a table with three adults during the Lakeside High School Career Fair.

What has been done

Extension faculty participated in career fairs at high schools serving two Indian Reservations and in three other rural counties. Extension faculty handed out materials and visited with high school students (and guidance counselors) about opportunities in higher education and about careers that are attractive to rural youth. This is particularly important for Native American youth who are less likely to be aware of education and career opportunities that match their cultural interests.

Results

More than 600 rural high school youth received information about various college opportunities and career paths that they may pursue.

4. Associated Knowledge Areas

KA Code	Knowledge Area
802	Human Development and Family Well-Being
806	Youth Development

Outcome #7

1. Outcome Measures

O: Regional business development: Economic and business development organizations collaborate at a regional level to offer comprehensive business training and support to local communities. I: Number of regions, counties or clusters of communities establishing a regional business development effort. (Retrospective Post)

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	3

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
601	Economics of Agricultural Production and Farm Management
602	Business Management, Finance, and Taxation
603	Market Economics
604	Marketing and Distribution Practices
605	Natural Resource and Environmental Economics

608	Community Resource Planning and Development
803	Sociological and Technological Change Affecting Individuals, Families, and Communities
805	Community Institutions and Social Services

Outcome #8

1. Outcome Measures

O: Social Capital Development: Community Partnerships will be developed through community networks and mentoring. I: Number of participants in network and mentoring relationships.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	27

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Non-Profit organizations in rural counties lack resources and partnerships that are readily accessed by similar organizations in more urban areas. These limitations restrict the ability of these organizations to fulfill their mission and goals, often related to improving community social and economic vitality.

What has been done

In Lemhi County, Extension led the formation of an association for local non-profits called Working Together. This association aims to help leverage funds, training, and other resources, and to provide a forum for regular communication and networking.

Results

The initial group has grown to a membership of 25 and convenes on a monthly basis to share information consistent with the purposes of the association.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development
610	Domestic Policy Analysis

802 Human Development and Family Well-Being
805 Community Institutions and Social Services

Outcome #9

1. Outcome Measures

O: Spaces and Places: Student teams will develop design concepts that meet community planning and design needs. I: Completed design project.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	1

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
124	Urban Forestry
131	Alternative Uses of Land
134	Outdoor Recreation
608	Community Resource Planning and Development
903	Communication, Education, and Information Delivery

Outcome #10

1. Outcome Measures

Entrepreneurs: entrepreneurs establish or expand their businesses. I: Number of business owners establishing or expanding their business.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	7

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Business development is necessary for the survival of rural communities. When exporting businesses fail or become reduced in size the community contracts physically and economically. Even one business in a small community can have a large impact. New businesses foster positive and hopeful attitudes about the future and can provide employment and other local economic activity. Training provides skills and knowledge needed for local businesses to be successful.

What has been done

. UI Extension personnel delivered workshops, coached, and consulted with local community members and small business owners in rural communities.

Results

Three community members started businesses at the Farmers Market associated with the Nez Perce Reservation creating \$800 in new economic activity. A dance studio was started in a small community providing opportunities for a wide age range of children. A small manufacturing business is in the process of building a marketing plan. A guitar maker is expanding his business through market development. A small textile manufacturing business is in the start-up phase.

4. Associated Knowledge Areas

KA Code	Knowledge Area
601	Economics of Agricultural Production and Farm Management
602	Business Management, Finance, and Taxation
603	Market Economics

- 604 Marketing and Distribution Practices
- 608 Community Resource Planning and Development

Outcome #11

1. Outcome Measures

Research focuses on local competitive advantage (embedded strengths and assets, such as natural amenities, universities, geographic location, infrastructure, etc.) and how strengths can be best leveraged to achieve a trajectory of economic growth and community vitality.

2. Associated Institution Types

- 1862 Research

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Community capitals are linked to a rural community's ability to foster asset or place-based entrepreneurship, innovation and development of value chains. Research and Extension programs developed will be designed to add to existing knowledge about how to better define and measure community capitals, inventory assets and capitals available to rural communities and assess the impacts of types of development and Extension programs on community capitals and on levels of individual and community well-being.

What has been done

Initial meetings with two southern Idaho rural communities to begin an asset inventory and action planning process for community and economic and development took place.

Results

Professional development was provided to small business owners in rural northern Idaho communities via workshops and coaching. Community development and natural resource management researchers and practitioners learned to use the Ripple Effects Mapping to evaluate program impacts and code resulting data to the community capitals framework.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)

Brief Explanation

V(I). Planned Program (Evaluation Studies)

Evaluation Results

The Lapwai Community Action Team (LCAT) decided to initiate their first projects on Earth Day, 2014. They had existed for only four months after participating in the Community Coaching for Grassroots Action workshops. They organized a contest that resulted in several tons of garbage being collected and the grand prize, a lawnmower donated by a local business, went to a Nez Perce elder who makes money by mowing lawns but whose old lawnmower had recently broken down. Native plants that attract butterflies (Lapwai means "land of the butterflies") were planted at the entrance signs to Lapwai and booths for each of the action committees under LCAT resulted in the recruitment of five new volunteers. We have a wonderful aerial photograph of community members standing in the shape of a butterfly. It looks more like a heart, but it is still really cool. This will be an annual event from now on and will be one event in a month long butterfly festival.

Key Items of Evaluation