

V(A). Planned Program (Summary)

Program # 8

1. Name of the Planned Program

Community Resource 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
608	Community Resource Planning and Development	25%		0%	
609	Economic Theory and Methods	25%		0%	
802	Human Development and Family Well-Being	5%		0%	
803	Sociological and Technological Change Affecting Individuals, Families, and Communities	20%		0%	
805	Community Institutions and Social Services	25%		92%	
901	Program and Project Design, and Statistics	0%		7%	
903	Communication, Education, and Information Delivery	0%		1%	
	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	49.7	0.0	1.0	0.0
Actual Paid	39.9	0.0	1.8	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
1019673	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
1019673	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	443536	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

Extension will assist local communities in conducting the following activities:

- Developing demographic, economic, and fiscal profiles
- Developing economic analyses (e.g., feasibility, impact, export-base, business plans, commuting, trade, shift share, location quotients)
 - Providing technical assistance and holding community forums
 - Taking strategic planning surveys (e.g., market assessment, customer satisfaction, hospitality, health)
 - Developing market strategies
 - Conducting strategic planning workshops
 - Publishing a directory of local services
 - Developing quantitative profiles of health organizations
 - Conducting feasibility studies
 - Producing gap analyses
 - Promoting coalition building trainings
 - Conducting tourism development workshops
 - Providing customer service/hospitality trainings
 - Conducting leadership development workshops
- Providing technical assistance to counties and municipalities in such areas as general management, financial administration, personnel administration, leadership development, economic development, community facilities and services, and solid waste management.

2. Brief description of the target audience

The target audience for this program consists of local communities and their leaders, as well as community members interested in improving their community. These individuals include master extension volunteers and 4-H volunteers.

3. How was eXtension used?

The resources provided through eXtension were used to supplement and enhance our public learning experiences provided by MSU Extension agents and specialists. eXtension was also used as a resource in state-based planning processes. Overall, 230 MSU employees are eXtension users. Further, MSU Extension has 71 employees that serve on one or more of the 66 Communities of Practice (COPs); MSU Extension employees are members of 39 COPs. 10 MSU Extension employees serve as a leader for a

COP, leading 7 COPs. 1 MSU Extension employee is a member of the Diversity Equity and Inclusion COP. 2 MSU Extension personnel are members of the Enhancing Rural Capacity COP. 7 MSU Extension personnel are members of the Entrepreneurs and Their Communities COP. 3 MSU Extension personnel are members of the Extension Disaster Education Network COP. 4 MSU Extension personnel are members of the Network Literacy COP. 4 MSU Extension personnel are members of the Community, Local, and Regional Food Systems COP. 1 MSU Extension is a member and a leader of the Cooperatives COP.

V(E). Planned Program (Outputs)

1. Standard output measures

2014	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	157625	255620	0	0

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	5	26	31

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Number of clientele attending workshops, seminars, and short courses.

Year	Actual
2014	68874

Output #2

Output Measure

- Number of communities requesting economic analyses.

Year	Actual
2014	2

Output #3

Output Measure

- Number of communities participating in community health improvement activities.

Year	Actual
2014	45

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Number of community leaders improving knowledge and skills.
2	Number of participants implementing strategies to improve public decision-making and/or increase civic engagement.
3	Number of local government officials obtaining required certifications.
4	Number of local communities adopting recommended strategies to improve their local economy.
5	Number of local communities adopting recommended strategies to improve health services.
6	Number of communities implementing strategies for improvement, development, and/or marketing of tourist attractions.
7	Number of local communities improving their health services.
8	Number of communities reporting increased levels of tourist activity.
9	Number of communities reporting an increase in local broadband adoption and use.
10	Number of clientele who make use of leadership skills by volunteering for community organizations.

Outcome #1

1. Outcome Measures

Number of community leaders improving knowledge and skills.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	13775

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

In today's environment of increasing costs/reduced government assistance, financial management for public infrastructure is important to the sustainability of infrastructure and the quality of life for residents. This is especially true in the case of determining rates that will be charged for the large majority of revenue. Many decision tools that currently exist utilize only averages, do not provide accurate baselines, do not incorporate usage risk at all. Furthermore, the tools that do exist are not provided to utilities and require a technical assistance to perform the analysis.

What has been done

MSU-ES has developed user-friendly, spreadsheet-based tools that incorporate the utility's individual billing data in developing baseline and risk-adjusted scenarios based on a priori knowledge and statistical calculations. Tools provide information on the number of customers and minimum billed customers for each billing class and cycle, the total revenue and minimum bill revenue received for each billing class and cycle, and comparisons with expenses to aid in sustainability decisions. Tools are customized to the needs of each utility and education is provided on use and interpretation.

Results

Five systems representing approximately 25,000 Mississippi residents have adopted these decision making tools and are using them to determine the best rate structure for their utility. Weak billing areas of systems are identified as well as determine the impact of the system in upgrading production and distribution facilities. These tools have resulted in a more careful examination of the rate structure regardless of the service offered. For municipal systems, the tool

will allow entities to more fully comply with GASB Rule 14 and to determine whether or not those entities are sustainable within themselves. Development of dashboards within the tools also provide a relatively quick understanding of the information contained in the tool to facilitate utility sustainability.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development
609	Economic Theory and Methods
803	Sociological and Technological Change Affecting Individuals, Families, and Communities
805	Community Institutions and Social Services
901	Program and Project Design, and Statistics
903	Communication, Education, and Information Delivery

Outcome #2

1. Outcome Measures

Number of participants implementing strategies to improve public decision-making and/or increase civic engagement.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	11020

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Emergency preparedness is vital in the life of a community. Sometimes emergency preparedness can mean the difference between life and death during an emergency. Furthermore, it is becoming more pertinent to American life, as Americans travel more to places with different possible emergencies than their usual environment. There is a definite need for more emergency preparedness education in Mississippi.

What has been done

The Mississippi Youth Preparedness Initiative (MyPI) is an award winning youth development program focused on emergency preparedness. The program is composed of three components: the Department of Homeland Security-certified Teen CERT curriculum; an Add On Catalog offering other emergency preparedness trainings; and a capstone service/leadership project, PREP + 6. In PREP + 6, students work with their families, and six other families, to bolster emergency supply kits and/or family communication plans.

Results

In 2014, MyPI won the FEMA Individual and Community Preparedness Award for Most Outstanding Youth Preparedness program and also garnered an Honorable Mention for "Preparing the Whole Community". Since the program's inception, 206 students have graduated from the program, and PREP + 6 has allowed us to directly impact 1,442 families. There may be some additional indirect impacts, as well, with other families participating via word of mouth.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development
609	Economic Theory and Methods
802	Human Development and Family Well-Being
803	Sociological and Technological Change Affecting Individuals, Families, and Communities
805	Community Institutions and Social Services
901	Program and Project Design, and Statistics
903	Communication, Education, and Information Delivery

Outcome #3

1. Outcome Measures

Number of local government officials obtaining required certifications.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	148

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Mississippi has 298 municipalities with 4 forms of government: Mayor/ Board of Aldermen, Mayor-Council, Council-Manager, and Commission. The municipal clerk is required by state statute to perform specific duties as they relate to the specific form of government in each municipality. Prior to 1973, there was no formal education-based program for a municipal clerk and his/her deputies to attend to learn these required duties.

What has been done

In 1973, the Center for Governmental Training and Technology developed a three-year, exam-based, accredited curriculum for municipal clerks in MS. The MS Municipal Clerk Certification Program is a three-year program consisting of 120 classroom hours of training in three areas of study: public administration; social and interpersonal skills; and electives. Each course consists of 4 hours of classroom instruction. The program is taught in North, Central, and South MS twice a year. A municipal clerk and/or their deputies may start the program at any point.

Results

The Municipal Clerks Certification Program provides in-depth training for municipal clerks and their deputies. In 2014, the Municipal Clerk Certification Program had 120 clerks participating. Five achieved the Certified Municipal Clerk designation and 20 achieved the Certified Municipal Deputy Clerk designation. Upon graduation from the Clerks Certification Program, a clerk may enter into the Master Municipal Clerk Program which consists of 120 hours of management and leadership training. Three Municipal Clerks received their Master Municipal Clerk designation this year.

4. Associated Knowledge Areas

KA Code	Knowledge Area
805	Community Institutions and Social Services
901	Program and Project Design, and Statistics
903	Communication, Education, and Information Delivery

Outcome #4

1. Outcome Measures

Number of local communities adopting recommended strategies to improve their local economy.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	18

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The increasing cost of flood and wind insurance is making it difficult for coastal residents to be financially resilient. Participation in the National Flood Insurance Program and its incentive-based program, the Community Rating System (CRS), has become essential to mitigating for future hazards, as well as reducing insurance premiums.

What has been done

Sea Grant offered technical assistance, hosted workshops, or planned meetings with 10 communities and two counties to increase community participation in the CRS. It also assisted other communities in improving their CRS class rating. The NOAA Coastal Storms Program in coordination with Mississippi-Alabama Sea Grant Consortium conducted an evaluation of the Gulf of Mexico Region to determine the economic impact and benefits of this assistance.

Results

When compared to control groups in North Carolina and Florida, communities in Alabama, Mississippi, and Louisiana increased their CRS participation by 14 communities and decreased their class rating by 0.6 from 2007 to 2013 (i.e., more than a half of a class better than the control group). These improvements in flood protection lead to reduced risk of flood damage and can result in significant cost savings for those needing to purchase insurance. Across Alabama, Louisiana, and Mississippi, there were 29 communities that moved from no discount to a 5-percent discount on flood insurance or from a 5-percent to a 10-percent discount between 2007 and 2013. These improvements saved residential policyholders \$29-\$98 annually and commercial policyholders \$83-\$329, depending on level of coverage.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development
609	Economic Theory and Methods

Outcome #5

1. Outcome Measures

Number of local communities adopting recommended strategies to improve health services.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	31

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

FRTEP was instrumental in the procurement of a \$900,000 grant which started the creation of the tribe's first tribally based agriculture enterprise in 2012. The Choctaw Fresh Produce (CFP) enterprise got under way selling most produce to the tribal casino and resort properties. The tribal population expressed interest in having this enterprise allow them access to the locally grown produce.

What has been done

Choctaw Fresh Produce approached the tribally based FRTEP office about these concerns brought forward by tribal individuals and council representatives. Through Extension the CFP department was introduced to the concept of Community Supported Agriculture, and Extension then put them in contact with several producers in the state involved with CSA and a specialist to formulate a plan and implement the tribe's first ever CSA.

Results

With the blessing of the tribal leadership, the first tribally based CSA was introduced in the spring of 2014 with the hope of a maximum of 60 participants to sign up. All 60 participants were signed up within two weeks of the first notification boosting the net income of CFP by \$9500.00. With the addition of more high tunnels in 2015 by CFP, the number of CSA memberships is expected to increase at least to at least 100. With this CSA implementation an increase of an estimated 180.5 tribal members now have access to tribally produced fruits and vegetables.

4. Associated Knowledge Areas

KA Code	Knowledge Area
805	Community Institutions and Social Services
901	Program and Project Design, and Statistics
903	Communication, Education, and Information Delivery

Outcome #6

1. Outcome Measures

Number of communities implementing strategies for improvement, development, and/or marketing of tourist attractions.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	46

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Greene County has a limited number of tourist destinations but an abundance of natural resources, rivers, and public forest lands for visitors to enjoy and bring economic income to the county. Officials and county citizens are continuously working to develop and draw tourist to our hunting paradise.

What has been done

Members of the Greene County MHV Garden Club, in association with the MSU Extension Service, connected with a Barn Quilt Trail enthusiast and author Suzi Parron who wrote Barn Quilts and the American Quilt Trail Movement. In many areas Barn Quilt Trails provide a boost to the local economy from tourist and provide recognition for the host community. The members and communities around Greene County are getting on board, and Barn Quilt patterns are being approved, painted, and displayed by residents.

Results

Interest in establishing Mississippi's first Barn Quilt Trail is increasing. A recent article on the Chickasa-Leaf Barn Quilt Trail in the Today in MS has shown tremendous interest. A brochure will be designed listing the Barn Quilt Trails in Greene County. The MHV Club members recruited volunteers across the county to join the Chickasa-Leaf Quilt Trail Project. This project is building interest, growing the economy, and strengthening leadership in MHV members and the Chickasa-Leaf Trail committee. Barn quilt painting has become an entrepreneurial enterprise for many, and skilled barn quilt artists are constantly at work. More often, quilt trails take visitors on a drive through the countryside. Citizens of Greene County now have a new type of cultural art that can bring economic development to our area.

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 #7

1. Outcome Measures

Number of local communities improving their health services.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	37

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Mississippi has the lowest number of physicians per capita in the nation. This limits access to care and contributes to many of the negative health status indicators plaguing the state. MS is number one in the nation in rates of heart disease mortality and incidence of adult diabetes -- factors contributing to having the lowest life expectancy at birth in the country. The bottom line is easy to read - more people, per capita, develop potentially fatal diseases than elsewhere in the country, and when they do, it is more difficult for them to secure the care they need.

What has been done

MSU Extension developed and directs the Rural Medical Scholars program. The objective of the program is to "grow local docs" for the state by identifying talented and interested high school students and exposing them to academics and experiences relevant to the life of a family medicine physician. During the program, Scholars enroll in two pre-med courses, "shadow" physicians, and participate in various activities related to rural physicians. The program was conducted from 1998-2014 (with the exception of 2008 and 2009).

Results

To date, 317 students have completed the program. Students have come from 61 of the state's 82 counties and included 61% females and 24% minorities. Approximately 70% of our graduates have gone on to pursue health-related careers, 35 went to medical school, and 24 have graduated and are practicing physicians today. Of the 24 physicians, 14 are within MS, and 16 of the 24 are in primary care practice or residency programs. In addition to medicine, others are pursuing nursing, pharmacy, counseling, dentistry, physical or occupational therapy, and medical research. The program is paying dividends for the state. In addition to the health care concerns that drive the program, a recent study indicated that the addition of one physician to a typical MS county results in increased economic output of \$2 million.

4. Associated Knowledge Areas

KA Code	Knowledge Area
805	Community Institutions and Social Services
901	Program and Project Design, and Statistics
903	Communication, Education, and Information Delivery

Outcome #8

1. Outcome Measures

Number of communities reporting increased levels of tourist activity.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	6

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Agricultural communities throughout rural Mississippi struggle to find economic development opportunities to promote commerce and trade within and among regions using online markets, social media, websites, blogs, and more. Providing these communities with various tools that help communities and entrepreneurs to these new markets could increase local sales, and as a result, expand employment.

What has been done

The Mississippi Bricks to Clicks Program was created to help entrepreneurs and communities start and grow their online businesses through the adoption of social media, blogs, websites, mobile applications, and/or e-commerce solutions. The program focuses on helping both communities and entrepreneurs grow their respective market opportunities.

Results

A USDA Rural Business Enterprise Grant was successfully submitted and funded at \$86,000 for Natchez, which will be used to build a new entrepreneurship center in the downtown area and will create a new place to offer small business owners the program. Woodville requested the assistance of the program to help market its Annual Deer and Wildlife Festival using Facebook advertisements. The number of Facebook fans increased by almost 3,500, attendance increased by 20%, and the economic value of its Facebook page increased by \$171,500. The program provided technical assistance and training to more than 40 small businesses in MS. In 2015, in-services will provide all 82 agents with a standardized curriculum to teach local businesses throughout the state, and the program will be made available for a small fee to other Extension Services.

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 #9

1. Outcome Measures

Number of communities reporting an increase in local broadband adoption and use.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	2

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

In today's world the Internet plays an increasing role in connecting Americans of all ages to news

and information, government services, health resources, and opportunities for social support. Seniors lag behind younger Americans, and many remain disconnected from the world of technology. According to Pew Research 41% do not use the Internet at all, 53% do not have broadband access at home, and 23% do not use cell phones. Locally, there is no community technology training for the senior population or retirees and our advisory council recommended programming to address this.

What has been done

In cooperation with the Center for Technology Outreach, a series of technology classes targeted to older adults were planned and implemented. The "Technology Tuesday" classes were held on the second Tuesday of the month for 7 months. Topics included, computer security, social media, buying and selling on line, creating a web page, making money on line, photo editing, and selecting and using a digital camera.

Results

One hundred and ten adults participated in the classes; many of them were new to Extension programs. 100% of participants indicated on the evaluation that they learned new skills they would use in the classes; 80% increased their knowledge of antivirus software, removing spyware, and internet scams; 100% gained new knowledge about making money on-line. 100% increased their knowledge about building a website, and 100% increased their knowledge about digital camera selection. Participants were very enthusiastic and appreciative of the information. 100% indicated they would attend more classes on utilizing and learning new technology in the future.

4. Associated Knowledge Areas

KA Code	Knowledge Area
803	Sociological and Technological Change Affecting Individuals, Families, and Communities

Outcome #10

1. Outcome Measures

Number of clientele who make use of leadership skills by volunteering for community organizations.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	2755

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

200 MHV Clubs in Mississippi strive to strengthen and improve our families, communities, state, and country through continuing education, so they can serve all people. The mission of MHV Clubs is to strengthen families through education and community involvement. Over 2,400 members throughout Mississippi are actively involved. The Leadership Development Area Agent has worked with this statewide organization as advisor for approximately 15 years.

What has been done

MHV members are actively involved in many activities and projects. Some projects are making gowns, blankets, diaper shirts, crochet booties, cancer caps, books, and donating to the Blaire E. Batson Children's Hospital. Therapy Dolls are made for each child to become their "Hospital Buddy". Whatever medical treatment is needed for the child, it performed on the doll also. Many needed items are also donated to the Ronald McDonald House in Jackson such as cleaning supplies, books, tote bags, stamps, toiletries, and monetary donations for families to stay there.

Results

Teddy bears are donated to local police departments and the MS Highway Patrol for children involved in accidents. 566 tote bags were constructed as part of an international program for women. Child Abuse Prevention literature was distributed to schools, churches, day cares, restaurants and businesses as part of the Blue Ribbon Campaign in which the MHV are actively involved. 822,727 drink tabs were collected for a chemotherapy program sponsored by Ronald McDonald House. 620 pairs of eyeglasses were collected for International Lions Clubs. 57,000 soup labels were collected to assist schools in purchasing computer software. The MHV contributed volunteer hours with the making of the projects and volunteer work which has a monetary value of \$5,628,981.

4. Associated Knowledge Areas

KA Code	Knowledge Area
802	Human Development and Family Well-Being
805	Community Institutions and Social Services
901	Program and Project Design, and Statistics
903	Communication, Education, and Information Delivery

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Government Regulations
- Competing Programmatic Challenges

Brief Explanation

{No Data Entered}

V(I). Planned Program (Evaluation Studies)

Evaluation Results

MSU Extension agents and specialists, as well as MAFES faculty, used a variety of recommended methods to gather needed information. Specific strategies were initiated and utilized for collecting evaluation information to determine program outputs and outcomes (see impact statements for examples). In FY 2014, MSU Extension agents and specialists were required to submit four quarterly reports (January, April, July, and September). This quarterly report collects information about the number of contacts, types of contacts, and number of programs conducted in each Planned Program Area. In addition, two narrative Accomplishment Reports are required from each MSU Extension employee each year. Finally, a specific request for impact statements from MSU Extension and MAFES faculty and staff is also made. The evaluation results shared through our impact statements are a combination of this quantitative and qualitative data.

Late in the 2014 program year, we introduced a Standardized Extension Evaluation Survey. The Standardized Extension Evaluation Survey was designed for use in any MSU Extension Service program, workshop, or event with adults. The survey assesses program process, participant satisfaction, knowledge and/or skill change, and behavioral intentions. It provides a ready-made evaluation for agents and specialists to use and will allow us to aggregate data across the state. A small number of agents and specialists have utilized the survey to date, but we hope use will increase over time.

Key Items of Evaluation