

V(A). Planned Program (Summary)

Program # 4

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
601	Economics of Agricultural Production and Farm Management	20%			
602	Business Management, Finance, and Taxation	10%			
608	Community Resource Planning and Development	30%			
801	Individual and Family Resource Management	10%			
803	Sociological and Technological Change Affecting Individuals, Families, and Communities	10%			
805	Community Institutions and Social Services	10%			
903	Communication, Education, and Information Delivery	10%			
	Total	100%			

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

Year: 2014	Extension		Research	
	1862	1890	1862	1890
Plan	7.0	0.0	0.0	0.0
Actual Paid	8.0	0.0	0.0	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
175522	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
175522	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
839478	0	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

- Institutes/workshop series (e.g. Ag & Natural Resource Business Institute, Whole Farm Planning, Community Development Academy, Master Facilitatory Volunteer Program, Community Impact Seminar, and Leadership Development)
 - Workshops and seminars (e.g. Innovative Marketing Strategies for Ag Businesses, Logs to Lumber, Putting your Business on the Digital Map, Community Supported Fisheries)
 - Invited talks and presentations (e.g. Black Fly Breakfast)
 - One-on-one business consultations and technical assistance
 - Development and dissemination of business resources and publications (web and print)
 - Media releases (news and radio)
 - Industry collaboration and planning support (e.g. Fisherman's Roundtables...)
 - Economic Development Technical Assistance (economic development assistance, strategy implementation, Broadband utilization, support to community planning grant recipients)
 - Economic Development Planning (Community Profiles Visioning, Broadband Planning)
 - Community planning forums/Charettes (e.g. Community Profiles Visioning, Master Plan Visioning, Economic Development Planning, Granite State Futures, etc.

2. Brief description of the target audience

Community leaders, municipal board/committees, community volunteers, youth, professional community development practitioners, active community members.

Municipalities, Regional Economic Development Corporations, Regional Planning Commissions, chambers of commerce, local land use boards, municipal economic development professionals, lay economic development practitioners.

Farmers, fishermen, food processors, forest products businesses, tourism businesses, industry sectors, potential entrepreneurs, business service providers.

3. How was eXtension used?

eXtension was not used in 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	4634	1000	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	0	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Number of community leaders who complete a facilitation/leadership skills course

Year	Actual
2014	40

Output #2

Output Measure

- Number of people reached with on-line/web based educational information

Year	Actual
2014	500

Output #3

Output Measure

- Number of communities provided with technical assistance to enhance their decision making with regard to economic development plans, project, and activities.

Year	Actual
2014	40

Output #4

Output Measure

- Number of people reached through workshops, conferences and forums

Year	Actual
2014	124

Output #5

Output Measure

- Number of people reached through one-on-one education/consultation: site visits; phone, email, etc.

Year	Actual
2014	596

Output #6

Output Measure

- Number of people reached through institutes and academies (longer-term - more than one session as part of a series)

Year	Actual
2014	112

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Number of community and regional plans, policies, or projects that incorporate public input from a broad base of community stakeholders
2	Number of communities that work with Extension to implement mechanisms/tools to analyze the current situation and identify emerging issues to be addressed.
3	Community and regional leaders learn effective strategies for supporting and growing the local and regional economy
4	Number of UNHCE program participants who report new leadership roles in their communities
5	New farm, fishing, and/or forestry businesses are initiated as a result of training, technical support and information provided by UNH Cooperative Extension
6	Farm, fishing and forestry businesses have a greater understanding of key concepts and best practices for managing a successful business, including business planning, financial management, record-keeping, and marketing
7	At least 3 community/regional/state organizations or coalitions will develop and implement initiatives or strategies that address the needs of vulnerable youth and families
8	Number of organizations/collaborations who report increased awareness, knowledge or skills needed to implement effective actions and initiatives to address community needs of youth and families of incarcerated citizens, military members, and other vulnerable youth and families

Outcome #1

1. Outcome Measures

Number of community and regional plans, policies, or projects that incorporate public input from a broad base of community stakeholders

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	40

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The goal of community development and civic engagement is to empower local community members with the knowledge and skills to make decisions that foster healthy, vibrant communities. Key to strong community development is soliciting community input for community-based decisions. The Community Development Area of Expertise Team (AoE) works to develop and implement community assessment strategies to help communities incorporate public input into plans, policies, and projects. Community assessments can target the general community population or specific stakeholders on a topic and should seek to engage under-represented populations. Strong community engagement and input from the outset of a plan, policy or project can lead to a stronger, successful outcome and develop trust in the process.

What has been done

Engaging Diverse Audiences in Planning New Hampshire's Future: Through a program called Granite State Futures, UNH Cooperative Extension staff implemented a broad engagement process to craft a vision for how New Hampshire should move forward with critical infrastructures, transportation, and economic development, all the while preserving the state's natural and historic character. UNH Extension, in partnership with the Carsey School/NH Listens, conducted over 20 focus groups with under-represented audiences across the state and carried out 10 regional engagement sessions attended by over 500 people.

Building Communities? Capacity to Engage Stakeholders in Local Planning: With support from the N.H. Housing Community Planning Grant program and the U.S. Dept. of Housing and Urban Development, UNH Extension provided training and coaching to 40 municipalities to help them update or change plans and ordinances. Extension provided workshops on how to develop and carry out an effective outreach and engagement effort and how to incorporate under-represented

populations in the process.

Results

?Nine regional plans include input from citizens, including under-represented groups. This information will help shape projects and priorities for planning at the regional level.

?40 New Hampshire communities used input gathered through their outreach and engagement efforts to develop and approve new or changes to existing community ordinances.

?The Stewardship Network New England developed regional networks that grew from the regional engagement sessions. These networks are already implementing community volunteer activities aimed at preserving land and water resources.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development
805	Community Institutions and Social Services

Outcome #2

1. Outcome Measures

Number of communities that work with Extension to implement mechanisms/tools to analyze the current situation and identify emerging issues to be addressed.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	50

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
805	Community Institutions and Social Services

Outcome #3

1. Outcome Measures

Community and regional leaders learn effective strategies for supporting and growing the local and regional economy

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	91

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

NH communities are under pressure to strategically allocate limited resources towards programs and projects that will positively benefit their constituents. Economic development has become an area of growing importance due to its ability to improve communities' economic base and increase job opportunities. Recently, the Business and Industry Association (BIA) produced a Strategic Economic Plan for New Hampshire to ensure New Hampshire provides meaningful advantages for businesses through a vibrant, sustainable economy and the nation's best environment in which our residents can prosper. That vision is achievable. It will take the cooperation of many public and private organizations to build local capacity creating an atmosphere which will allow the vision to be realized.

What has been done

• Economic Development Academy (EDA) engaged 25 participants, including economic development practitioners, county managers, and economic development organization/ agency staff. The 7-day course enhanced the skills and capacity of economic development practitioners to implement programs/projects in their respective communities and regions.

• Initiated Business Retention and Expansion (BR&E) programs in two communities: one in Amherst/Milford (Hillsborough County) and the other in Wolfeboro (Carroll Cty). Amherst and

Milford decided to launch a combined BR&E effort. Currently working with the Leadership team of 9 volunteers in Amherst and Milford who surveyed local businesses.

•Economic Development Technical Assistance/Training: Helped 25 to 60 planning and economic development practitioners gain knowledge about their local economy and use acquired knowledge to adopt and implement strategies to improve their economic development efforts.

•Broadband Business Tools: Engaged 50 businesses to learn about and use new tools and technologies to improve business practices, attract new customers, or reduce costs (tools such as broadband readiness assessment, on-line tools to understand potential markets, etc).

•Worked with Grafton County Economic Development Council to conduct an Economic Analysis of Grafton County, including an analysis of master plans completed after the year 2000 and data on retail leakage, broadband planning, and major job providing sectors within the county.

Results

•Economic Development participants are implementing plans and projects, including:

- oRevitalization of an urban downtown area through local partnerships
- oDevelopment of web portal that helps potential businesses navigate local permitting
- oCreation of a plan to develop market-rate housing in the downtown area of one city
- oUsing the knowledge and skills learned to make better decisions in their communities.
- oParticipants have a greater understanding of business needs by community leaders, which has led to new programs to support local businesses (e.g. program connecting schools to local employers)
- oMembers of the community took on new leadership roles
- oAs a result of broadband training, several businesses learned how to use map-based search engines, like Google Maps, to promote their products and services and are now implementing these products.

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
608	Community Resource Planning and Development
805	Community Institutions and Social Services

Outcome #4

1. Outcome Measures

Number of UNHCE program participants who report new leadership roles in their communities

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	6

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
805	Community Institutions and Social Services
903	Communication, Education, and Information Delivery

Outcome #5

1. Outcome Measures

New farm, fishing, and/or forestry businesses are initiated as a result of training, technical support and information provided by UNH Cooperative Extension

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	8

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
608	Community Resource Planning and Development

Outcome #6

1. Outcome Measures

Farm, fishing and forestry businesses have a greater understanding of key concepts and best practices for managing a successful business, including business planning, financial management, record-keeping, and marketing

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	561

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The number of farms and related natural resource businesses in New Hampshire has steadily increased over the past decade, while existing firms have expanded into new markets and enterprises. This expansion in farm numbers is driven by several factors including land owners evaluating potential business opportunities, individuals embracing lifestyles connected to a farm or natural resource business, hobby farmers who want to become for profit businesses, and professionals looking for career changes. Along with the increase in farm numbers, existing agricultural businesses have become more diversified in terms of what's produced and where products are sold. This increased diversification enables farmers to sustain economic viability.

What has been done

UNH Cooperative Extension is committed to helping farms and related natural resource based businesses start and grow enterprises through educational programs that address business planning, financial management, and marketing strategies. The Agriculture and Natural Resource Business Institute (ANRBI) is an intensive, interdisciplinary 13-week program that teaches participants how to evaluate their resources and enterprise/market options. ANRBI is offered annually at different locations throughout the state. Enrollment is limited to 25 participants; in most years the enrollment cap is met with a waiting list for the next offering.

Results

?The Agriculture and Natural Resource Business Institute began with 24 business participants enrolled.

?Over half the participants, 14, completed the course, developing an initial business plan for their enterprise.

?Those finishing the course were recognized for completing borrower training requirements for the USDA Farm Service Agency and were eligible for 4 CEU credits through the UNH Professional Development program.

?Evaluations showed participants gained significant skills in their abilities to:

oDevelop a business mission statement, incorporating key business and family goals.

oEvaluate farm land and other natural resources.

oIdentify machinery and inventory needs and sources.

oDevelop budgets and financial statements.

oIdentify and reach target markets, and develop pricing strategies.

?65 percent of completing participants indicated they intended to adopt or implement new practices as a result of taking the course; whereas, all said the course has impacted other farm or business decisions.

4. Associated Knowledge Areas

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

Outcome #7

1. Outcome Measures

At least 3 community/regional/state organizations or coalitions will develop and implement initiatives or strategies that address the needs of vulnerable youth and families

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action 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
801	Individual and Family Resource Management
803	Sociological and Technological Change Affecting Individuals, Families, and Communities
805	Community Institutions and Social Services

Outcome #8

1. Outcome Measures

Number of organizations/collaborations who report increased awareness, knowledge or skills needed to implement effective actions and initiatives to address community needs of youth and families of incarcerated citizens, military members, and other vulnerable youth and families

2. Associated Institution Types

- 1862 Extension

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
801	Individual and Family Resource Management
803	Sociological and Technological Change Affecting Individuals, Families, and Communities
805	Community Institutions and Social Services

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Competing Public priorities
- Populations changes (immigration, new cultural groupings, etc.)

Brief Explanation

V(I). Planned Program (Evaluation Studies)

Evaluation Results

Post program surveys
Follow up interviews and surveys

Key Items of Evaluation