

V(A). Planned Program (Summary)

Program # 9

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	100%		100%	
	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	9.0	0.0	1.0	0.0
Actual Paid	13.0	0.0	2.9	0.0
Actual Volunteer	5.7	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
170000	0	142880	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
170000	0	142880	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
1596000	0	708157	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

Strategic planning training and strategic planning for communiites, infrastructure planning, community service plans, medical facilities and services planning, training of county elected officials, engineering and manufacturing consulting, community economic development studies, community leadership and agricultural leadership development, and entrepreneurs training and development.

2. Brief description of the target audience

The target audience includes community leaders (volunteer and elected), agricultural leadership participants and alums, and business owners/prospective owners, hospitals, schools, chambers of commerce, entrepreneurs, other agencies

3. How was eXtension used?

Members of CRED participate of the eXtension communities of practice indicated in parentheses: Notie Lansford (Local Government Education Training, Moodle Users), David Shideler (Community, Local, Regional Food Systems, Entrepreneurs and Their Communities, Enhancing Rural Capacity), Lynn Malley (Military Families), Mike Woods (Entrepreneurs and Their Communities, Financial Security for All, Health Insurance Literacy Ask an Expert), Susan Moffat (Diversity Equity and Inclusion, Entrepreneurs and Their Communities, EDEN, Financial Security for All, Network Literacy, Teen Leadership), and Merritt Taylor (Community, Local, Regional Food Systems)

V(E). Planned Program (Outputs)

1. Standard output measures

2014	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	26996	1816596	400	12000

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	7	7	14

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Number of community services plans completed

Year	Actual
2014	7

Output #2

Output Measure

- Number of education modules completed

Year	Actual
2014	0

Output #3

Output Measure

- Number of county officer training courses conducted

Year	Actual
2014	54

Output #4

Output Measure

- Number of manufacturing firms receiving applications engineering assistance

Year	Actual
2014	60

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Number improving business skills
2	Number of manufacturing jobs created or retained
3	Number of communities where capacity was increased
4	Number of participants that plan to open/expand a business
5	Number of communities that build plans for growth and/or improvement
6	Number of leadership class graduates actively participating in community or industry
7	Organic Oklahoma Conference Attendees
8	Community Health Needs Assessment
9	Stronger Economies Together
10	Youth Community Recycling Training
11	Inventor's Assistance Service
12	Helping Small and Rural Manufacturers with Their Research Needs

Outcome #1

1. Outcome Measures

Number improving business skills

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	328

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Small businesses in rural areas tend to struggle to establish a market presence and compete in today's economy.

What has been done

During 2014, the Oklahoma State University e-commerce program provided training to 75 small businesses on how to plan, effectively set up, and promote their websites, which can help address these issues. We offered 3 workshops geared to those business owners without websites, and our "Websites 101" class was attended by 30 different people. We held 2 workshops targeted towards individuals or small businesses that might want to consider selling online via an online storefront (Amazon, eBay, or Etsy) instead of building a site themselves. We also held 3 workshops focused on small business owners who already had a website, but were interested in making it more visible.

Results

Of the 2014 participants, ratings for all relevant e-commerce workshops were quite high. These workshops on Search Engine Optimization proved to be quite popular. Response to each of these different workshops has been extremely positive. After the training, 92% of respondents planned on increasing their web efforts, and 93% indicated that they would be changing the way they marketed their website. These half-day, hands-on sessions are positively impacting rural businesses as evidenced by success stories of former attendees. These include those who used simple template-based software programs used in the workshops to set up their own websites (an example still in the works is Faith Creations Designs, an artist in Lawton; another example is the non-profit In a Good Way out of Idabel which developed a simple website), or made successful changes to their own site (for example, several small retailers in Seminole emailed to say that the SEO techniques we suggested increased their monthly website visits by 100%). Further,

anecdotal evidence suggests that the improved advertising offered by a website can increase small business sales anywhere from 20% to over 200%. With average sales of \$150,000 (which was the average displayed in a small business report by Mississippi State in 2007) this implies that the e-commerce program increased the revenue of small businesses in Oklahoma by between \$2.3M and \$23.0M during 2014.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #2

1. Outcome Measures

Number of manufacturing jobs created or retained

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	79

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Of the over 5000 manufacturers in Oklahoma, approximately half are located in rural areas and are extremely important to their local economies. The loss or downsizing of even one of these wealth-generating small- or mid-sized companies can have devastating consequences for the host and surrounding communities. With agriculture and energy industries no longer requiring large labor forces, rural manufacturers supply much needed jobs in rural communities. These rural manufacturers face particular difficulty in getting relevant and usable information and technical assistance that will keep them abreast of the rapid changes in manufacturing technology.

What has been done

To address the difficulties faced by our small- to medium-sized rural manufacturers, the College of Engineering, Architecture and Technology and the Division of Agricultural Sciences and Natural Resources at Oklahoma State University work in partnership to provide technical assistance through the Applications Engineering Program. Since 1997, Applications Engineers

have been deployed in the state in collaboration with the Oklahoma Cooperative Extension Service and the Oklahoma Manufacturing Alliance to provide on-site engineering assistance.

Results

In order to receive engineering assistance the client must agree to a post-project impact assessment. This impact assessment is done using procedures developed by the National Institute of Standards and Technology for the Manufacturing Extension Partnership. The client is contacted some months after the completion of an activity and is asked a series of questions designed to assess the impact of the effort.

The impact of this program is measured in several ways. One is the economic value of the service to the company as reported by the client. Another measure is the number of jobs created or retained. Both impacts are measured by an independent survey of the client. Number of jobs created or retained is translated into economic impact using an income multiplier to compute the direct, indirect, and induced effects due to a change in the number of jobs in the manufacturing sector.

The multiplier was developed from data collected from two different sources. First, the average salary for manufacturing in Oklahoma (\$34,323) was taken from the U.S. Bureau of Labor Statistics published information for 2001. Secondly, the income multiplier of 2.2 was obtained from IMPLAN data for Oklahoma. The total economic impact can be computed by multiplying the average annual salary times the income multiplier to arrive at \$75,511 for each new or retained job in the manufacturing sector.

In 2014, the Applications Engineers client projects had the following impacts:

Sales increase \$6,184,500
Sales retained that would have otherwise been lost \$1,540,000
Cost savings \$644,400
Costs avoided \$1,536,472
37 new jobs created at \$75,511 per job \$2,793,907
42 jobs retained at \$75,511 per job \$3,171,462
Investment in new plant facilities and equipment \$2,542,999
Total impact \$18,413,740

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #3

1. Outcome Measures

Number of communities where capacity was increased

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	62

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Solid Waste facilities personnel have to maintain certification in their area of expertise. Furthermore, recycling activities and infrastructure are not equal across the state and there is a great advantage in bringing people who share this interest together to learn from one another. Communication among those with Environmental Law Enforcement authority is not always excellent, sometimes because one organization does not understand how another works, and this can result in ineffective enforcement.

What has been done

Extension helps organize and host the Oklahoma Indian Nations Chapter of the Solid Waste Management Association of North America (SWANA) annual symposium, which offers continuing education credits for SWM professionals. The Certificate Training offers SWM professionals the opportunity to become certified in a new area. The Facilities Tour offers all participants to see state of the art facilities. All offer SWM professionals the opportunity to network with other professionals and with vendors. The OK Recycling Association conference, which Extension also helps organize, was held on October 9, 2014. The theme was "Increasing Diversion: Events, Offices, Rural Areas," to educate participants of opportunities to decrease the fill rate of community landfills. Fifty two individuals participated in three Environmental Law Enforcement Trainings targeted at Officers, Tribal Environmental Officials, Storm Water Permittees, and citizens in general.

Results

One hundred twenty one individuals from around OK participated in the SWANA Symposium and 6 participated in the Certification course. All were pleased with the opportunity. A number requested a different location each year. There were 80 attendees from around the state at the OKRA Conference. Over 90% of the participants said that they had received the information that

they hoped for. All attendees felt that the quality of the Environmental Law Enforcement training, the training facilities, and the handouts/resources were above average to excellent.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #4

1. Outcome Measures

Number of participants that plan to open/expand a business

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	15

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Small businesses in rural areas tend to struggle to establish a market presence and compete in today's economy.

What has been done

During 2014, the Oklahoma State University e-commerce program provided training to 75 small businesses on how to plan, effectively set up, and promote their websites, which can help address these issues.

Results

Of the 2014 participants, ratings for all relevant e-commerce workshops were quite high. We offered 3 workshops geared to those business owners without websites, and our "Websites 101" class was attended by 30 different people. We held 2 workshops targeted towards individuals or small businesses that might want to consider selling online via an online storefront (Amazon, eBay, or Etsy) instead of building a site themselves. We also held 3 workshops focused on small business owners who already had a website, but were interested in making it more visible. These workshops on Search Engine Optimization proved to be quite popular. Response to each of these different workshops has been extremely positive. After the training, 92% of respondents planned

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4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #5

1. Outcome Measures

Number of communities that build plans for growth and/or improvement

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	5

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The Community Health Needs Assessment (CHNA), is required for all nonprofit hospitals by the Affordable Care Act of 2010. Penalties for non-compliance are assessed through the IRS.

What has been done

The process developed by OCES meets this requirement and also provides a forum for a discussion on health between the hospital and community. The CHNA is a four-meeting process

between the local hospital and a wide sampling of community members, and is typically completed in 2-4 months. Three different methods of gathering relevant information are used: (1) demographic, economic, and health indicator data from secondary sources; (2) a survey completed by local residents (available both in print and online); and (3) focus-group meetings of community members.

Results

OCES, in conjunction with the Oklahoma Office of Rural Health, led 7 communities through a facilitation process focused on community-level health in 2014. A total of 7 communities completed their CHNA in 2014 yielding 35 staff papers completed. A total of 21 community meetings were held during the year, with more than 300 individual participants, specifically for the CHNA process. One continuing notable relationship created in 2014 was with Mercy-affiliated hospitals. Three of Mercy's rural facilities completed their CHNA during the year.

The CHNA process is offered at no cost to all facilities. Private-market vendors exist offering to meet the same needs, but their costs and products vary significantly some between \$10,000 and \$20,000. Other states (Kansas and Kentucky) with similar collaborations among state agencies and resources charge between \$5,000 and \$7,000 per community. Therefore, if the average of \$6,000 per community were applied, a total value of \$42,000 could be assumed in 2014 alone. Success stories emerged after the process was completed in several communities that participated. Summaries of these success stories were presented at an Oklahoma rural hospital conference to share with other potential hospital partners. The success stories included a pilot program on grief counseling, discussing poison education with local elementary schools, and diabetes education via lunch seminars.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #6

1. Outcome Measures

Number of leadership class graduates actively participating in community or industry

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
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2014

46

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The Oklahoma Agricultural Leadership Program empowers and develops emerging agricultural and community leaders. This is very important because members of OALP are strong advocates for Oklahoma agriculture. OALP graduates have a greater understanding of people and processes. They also have a greater understanding of various systems of economics and government, locally, nationally and internationally, and are able to solve problems and explore opportunities for Oklahoma agriculture and rural communities.

What has been done

During 2014, 22 members of Class XVI spent 16 days learning about leadership and empowering their leadership skills, especially during their trip to South Africa. The 24 members of Class XVII began their leadership experience and have spent 12 days learning about leadership and developing their skills to be better leaders.

Results

This experience gave participants the opportunity to learn about the economics and marketing systems of a foreign country and to share with Africans about how our economy and markets function. Some of them have gone back to their respective communities and/or businesses and shared what they learned during this trip. This experience resulted in participants being more vocal in sharing with their local representatives about issues that are important to Oklahoma agriculture and their rural communities. One current member of Class XVII has a new position as a Field Representative for Congressman Frank Lucas. Members of Classes XVI and XVII live in 37 different communities throughout the state and make an impact in their agricultural endeavors by being more knowledgeable about agricultural issues and can communicate these issues to members of their local community.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #7

1. Outcome Measures

Organic Oklahoma Conference Attendees

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	90

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

There had never been a statewide conference about organic production for small organic or sustainable producers. This is a small but growing segment of production in Oklahoma.

What has been done

The Organic OK Conference provides education including farm tours for persons interested and/or engaged in organic farming.

Results

There was a waiting list for registration. The room that was reserved would hold only 90. A second conference has been held in 2015 due to the demand following the conference in 2014. Two days of Organic Farm Tours have also been organized for summer of 2015 as a result of the 2014 conference

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #8

1. Outcome Measures

Community Health Needs Assessment

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The Community Health Needs Assessment (CHNA), is required for all nonprofit hospitals by the Affordable Care Act of 2010. Penalties for non-compliance are assessed through the IRS.

What has been done

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4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #9

1. Outcome Measures

Stronger Economies Together

2. Associated Institution Types

- 1862 Extension

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)

Rural communities often struggle with economic development efforts due to their isolation/lack of access to sizable markets, limited infrastructure and workforce, and limited human capacity. Stronger Economies Together (SET) is a program which brings together multiple counties to work together and develop a regional economic development plan that builds upon the existing resources within the region.

What has been done

Oklahoma participated in Phases III and IV of USDA's Stronger Economies Together (SET) program, which is focused on developing regional partnerships among rural counties. These counties work together to build a high-quality regional plan that is focused on their economic strengths. Four regions in Oklahoma have completed the facilitation: Western OK I-40 Corridor team (4 counties along I-40 in western OK), and the Kiamichi regional team (6 counties in southeastern OK), South Central Oklahoma (5 counties to the south of Pontotoc County) and Route 66 Community Partners (Creek, Lincoln and Payne Counties).

Results

Only the Western I-40 region has completed its strategic plan as of the end of 2014. They have received \$10,000 in grant funding to implement that plan, seen the establishment of 2 daycare facilities, the opening of a commercial drivers' license facility, approval of a retirement community and demonstration of concept for drying canola using peanut equipment to increase farmer prices and yields. These represent significant improvements to the ability of employable persons in the region to work, increasing the region's available workforce and creating jobs.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #10

1. Outcome Measures

Youth Community Recycling Training

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Approximately 14 Extension Program Advisory Committees identified illegal dumping as a concern in their county in the fall 2013 report. Recycling infrastructure is missing in the rural areas of the state.

What has been done

Programs were delivered in each of the 4 Extension Districts and to several teachers? groups on matters related to solid waste management, including training on vermicomposting, water conservation, and aluminum recycling.

Results

Each group has been responsive to the program as delivered; these groups have included over 800 youth and nearly 400 Extension and K-12 educators. The water conservation program specifically particularly had a take home portion to be shared with the students? families, though no report backs were received about this.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #11

1. Outcome Measures

Inventor's Assistance Service

2. Associated Institution Types

- 1862 Extension

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)

Oklahoma inventors frequently do not know how to evaluate the potential for their proposed inventions. Pursuing patents can cost \$12,000 to \$20,000 in legal and filing fees. In addition, proposed inventions with promise may need drawings, prototypes and/or marketing assistance.

What has been done

The O.S.U. Inventor's Assistance Service (IAS) provides preliminary market analysis and patent reports to 60-70 inventors per year. These reports describe current competing products as well as existing patents that may be similar to the patent proposed by the inventors. Inventors are encouraged to use the information in these patents and information about competing products to improve their proposed inventions and make sure that they have sufficient differentiation to potentially make patenting their proposed invention viable and potentially profitable. IAS also offers on-line modules that inventors can complete to improve their ability to evaluate the potential for their own ideas. Also 15 to 20 percent of the inventions receive additional assistance with drawings, prototyping and marketing.

Results

For the July 1, 2013 to July 1, 2014, the inventor's assistance service received 63 applications for assistance and referred 13 for further development. We estimate cost avoidance impacts of \$600,000 that is created if, based on our reports, inventors do not attempt to patent or market ideas for which there would be the potential for patent infringement. Companies that received additional assistance are reporting impacts of approximately \$140,000 in impacts (some are in ranges and will depend on actual sales). Another 13 projects are at various stages in the development process, most from previous years.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #12

1. Outcome Measures

Helping Small and Rural Manufacturers with Their Research Needs

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	64

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Small and rural Oklahoma manufacturers are lagging in efficient and effect product and process innovation product innovation as compared to their larger counterparts.

What has been done

The Oklahoma Manufacturing Alliance (OMA) and Oklahoma State University New Product Development Center (NPDC) jointly became National Institute of Standards and Technology (NIST) engagement-competitive award recipients (E-CAR). The work was completed in September 2013 and project impact surveys were completed in 2014. The project was a three-year \$1.1 million cooperative agreement funded by National Institute of Standards and Technology (NIST), which grants awards to manufacturing extension partnership teams that provide the biggest impact and technological change.

The 2010 E-CAR award to the OMA and the OSU NPDC was for its proposal for sustainable manufacturing innovations and design teams and how these teams focused on the practical technology needed in the manufacturing industry. Through the E-CAR program, NPDC design engineers assisted manufacturers in developing proposals for state and federal funding, helped with the introduction of new products and provided process innovation support for small manufacturing companies in Oklahoma. They helped revolutionize productions and processes to keep manufacturers competitive in the marketplace.

The grant improved the department and colleges within OSU such as the College of Engineering Architecture and Technology (CEAT) and the Division of Agricultural Sciences and Natural Resources (DASNR). It also solidified the NPDC relationship with OMA. The E-CAR program was instrumental in the NPDC's growth to five, full-time employees and 30 students. Student interns gain real-world experiences by helping develop products and solve problems. These new products are more affordable, reliable and durable now because of the work of students and staff. E-CAR also brought federal money to the state of Oklahoma for economic development. As a result of this grant, many company relationships have developed that continue to foster proposal generation.

Results

According to the Impact Accounting System of OMA, the E-CAR grant created and improved 79 projects; 64 companies were positively affected by E-CAR. The program created 117 jobs and retained 90 jobs. Additionally, the grant generated capital investment of more than \$3.3 million and avoided unnecessary investments by more than \$6.8 million.

The program also resulted in a change in sales of more than \$34 million and retention of sales of \$31 million.

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.)
- Economy
- Appropriations changes
- Competing Public priorities

Brief Explanation

The county officers training program, which is funded in part by an annual state appropriation, had appropriations reduced by about 5%.

Some OALP donors reduced or eliminated financial support to the program during 2014 as a result of the effects of the continued drought and the decrease in farm/ranch income. The reduction was luckily made up by other donors stepping forward to support the program. However, the financial uncertainty is always a concern for our program. We were fortunate to obtain two grants during 2014 for a total of \$11,000 which was helpful to operate our program. State legislators also reduced appropriated support to OALP by \$10,000 in FY 2011 and this reduction has continued since then. This continued reduction has a negative impact on the educational and leadership experiences that can be provided to class members because of the continued increase in costs for transportation and lodging during seminars.

The ongoing serious drought in Oklahoma, especially the western part of the state, has affected producers drastically and was, in part, the genesis of the Organic Oklahoma

Conference, scheduled for 2/28 and 3/1 of 2014.

Earthquake swarms have become commonplace in Oklahoma. This increase will likely affect the scope of the Environmental Law Enforcement Trainings in 2015.

The Solid Waste Management Grant for 2014-2015 was reduced by about 10% by the USDA. OCES stepped up to make up part of the difference.

V(I). Planned Program (Evaluation Studies)

Evaluation Results

Evaluations for county officer training courses were done via Survey Monkey to evaluate workshops presented at County Officers and Deputies Assoc. Among other things, respondents were asked to give each workshop a grade. Over 90% of respondents graded workshops as being worthy of a grade of 85% to 95%.

Surveys delivered immediately after each e-Commerce workshop validate the content and also provided input for related topics of interest for rural businesses. Evaluation results have been very positive for all "Website 101," "Introduction to PayPal," "Search Engine Optimization," and "The Ins and Outs of Online Storefronts" workshops.

The CHNA team (OCES and the Office of Rural Health) now meets with communities who have completed the process at regular intervals post-completion: 6 months, 12 months, and 18 months after the final community meeting. These meetings assess how well the hospital / community are meeting the goals laid out in their implementation plan. The CHNA team is preparing to share "best practices" from communities across the state in terms of programs and services implemented to better serve their local communities. The Affordable Care Act requires that 501(c)3 hospitals conduct a CHNA every 3 years, so this regular evaluation will be crucial in determining the future health needs of the community.

The CHNA team currently utilizes surveys at the completion of the economic impact and survey presentation meetings for the community members present. Also, the CHNA team encourages hospital administration to complete an overall evaluation of the process upon completion.

Note: As of December 2014, the Office of Rural Health has subsumed the federal contract for leading the CHNA effort in Oklahoma. This essentially means that 2014 is the last year that OCES will report measures associated with the CHNA

Key Items of Evaluation

Future e-Commerce workshops will continue to include suggestions from previous surveys and will seek to address hot e-commerce topics, such as Google advertising, Facebook advertising, and Web 2.0 techniques.