

**V(A). Planned Program (Summary)**

**Program # 5**

**1. Name of the Planned Program**

Community, Leadership, 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	15%	25%	29%	20%
609	Economic Theory and Methods	10%	10%	14%	10%
610	Domestic Policy Analysis	15%	10%	0%	20%
801	Individual and Family Resource Management	15%	20%	0%	10%
802	Human Development and Family Well-Being	15%	10%	0%	15%
803	Sociological and Technological Change Affecting Individuals, Families, and Communities	15%	15%	57%	20%
806	Youth Development	15%	10%	0%	5%
	<b>Total</b>	100%	100%	100%	100%

**V(C). Planned Program (Inputs)**

**1. Actual amount of FTE/SYs expended this Program**

Year: 2014	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>	12.0	4.0	3.0	1.5
<b>Actual Paid</b>	9.0	6.0	2.3	1.5
<b>Actual Volunteer</b>	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
358481	394429	170796	336039
1862 Matching	1890 Matching	1862 Matching	1890 Matching
358481	331687	120976	270062
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	13664	0

## V(D). Planned Program (Activity)

### 1. Brief description of the Activity

Because African Americans comprise almost one-third of the population in South Carolina and hold significant acreages of rural property, understanding how they view and manage natural resources such as timber and wildlife can have a significant impact on the economic well-being of families, communities and larger areas. Clemson University Research will document the African-American sense of rural place, discover patterns of African-American land ownership and ultimately learn how African-Americans value natural resources in South Carolina.

Current research is looking to assess the changing coordination and supply chain management strategies being implemented in the fruit and vegetable sector and identify strategic organizational and marketing implications for a set of firms that are diverse in terms of commodity, marketing approach and size of operation (including small and mid-size farms).

Research is ongoing to outline a research strategy to generate information on the economic dimensions of Black soldier fly (BSF) [*hermetia illucens*] larvae to reduce organic waste streams while producing valuable animal proteins, biodiesel feedstocks, soil amendments, and industrial/pharmaceutical products at the farm, non-farm commercial, and community/municipal level.

Clemson Extension's Institute for Economic and Community Development (ECD) staff supported the state and local agribusiness community. The Palmetto Leadership program provided participants with a venue for community service, the ability to grow their professional and personal networks, provide new opportunities for collaboration, and provide more efficient and effective community service. ECD assisted groups with business plans, strategic planning, and economic studies. Working with the USDA, ECD at Sandhill has initiated the development of a farm incubator. This effort is designed to bring new farmers into the industry and to strengthen our local food supply system.

Clemson Extension is working with the Clemson University Architecture Center Charleston (CACC) and the College of Charleston to develop a more resilient value added activity support infrastructure by increasing supply chain activities between local farmers and local school systems. The availability of commercial kitchens to farmers interested in pursuing the farm to school markets will enable them to increase activity by providing freezing and canning capabilities, making locally grown products available to schools outside of the harvest season. This project aims to improve the viability of farm-to-school programs by using Clemson graduate students to design and build a replicable localized low-cost 'farm kitchen' (Crop Stop). By keeping structure and equipment costs under \$40,000, the financial model allows local start-ups to use the kitchen for under \$10 per hour (current estimate is \$6 per hour). The facility also

serves as a center to develop collaborative products, branding and a sense of community among its users. All using the facility are required to contribute to our public school systems in some form, whether it is through providing some of their local products for sale, education sessions, or both. This provides new markets and product recognition to our farmers and vendors, while providing the student and faculty population access to education models using local system dynamics. One facility (Johns Island) has been completed and one (Greenville) is under construction. Two more are scheduled to be built during the summer of 2015.

Working with the Charleston County Extension office, students with the Clemson's Architecture Center designed a low-cost portable shed that can be disassembled and moved if a tenant farmer has to relocate. Not only is the shed portable, it also means small farmers can attain certain food standard certifications, an important requirement that helps them grow their businesses and enhance the local food chain. The shed and cooler was built on leased land farmed by a nonprofit that provides local produce to charitable food-distribution agencies in South Carolina. The farm sells a portion of its produce for income to sustain the enterprise. Clemson hosted the Community Development Society conference and 220 members from around the world attended. The estimated direct spending impact from attendees was about \$200,000, benefitting our local merchants and service providers. NxLevel Entrepreneur training for existing or potential entrepreneurs is aimed at entrepreneurs in creative or uncommon businesses and has led more recently to new classes aimed at agriculture and food related businesses. During this period, Clemson Extension began working with a local nonprofit group to develop a business plan contest aimed at addressing the needs of food deserts. Two contests have been completed. Implementation of the first winner's plan began during the fall of 2014.

In 1890 Research under the goal of community, leadership and economic development, interviews were conducted and city council minutes were reviewed. A refined Nvivo database with both city council meeting minutes and documents for five city governments and an updated endnotes database was developed. The interviews have been transcribed and imported into Nvivo. A research bulletin illustrating the final results has been submitted for editing and publication.

In addition, more research was conducted using a list of agribusiness exporters of SC was acquired from the Department of Commerce. A judgment sample of 50 firms was drawn from the population of SC agribusiness exporters to test the developed instrument. Representatives from 20 agribusiness export firms were consulted through a structured interview method to test the survey instrument. A survey was mailed to 50 export firms representing all counties in SC. A special topics in business course was developed based on the project findings as an elective for student pursuing a minor in international business. Presentations at conferences were made. Articles were submitted to peer-reviewed publications in academic journals and proceedings. A final research bulletin has been submitted, which detail the findings of the research.

In 1890 Extension, the adult leadership and community development program provided communities with the leadership training, financial management, business and job development, family and consumer education and child development capacity that creates opportunities for continuous and sustained growth. Activities were offered in technology education, community outreach and home ownership. Technology education included workshops in Cyber Safety 101 and community education classes. Over 500 youth were reached through the Cyber Safety 101 classes. Senior citizens learned how to operate computers, utilized various software and established email addresses for their use. Community outreach included exhibition booths at county fairs and expos across the state. Home ownership included the rehabilitation and weatherization program, implemented through the Northeastern Corridor of Orangeburg Community Development Corporation. One memorandum of understanding was signed with a external agency. Nine owner-occupied low-to-moderate homeowners' living conditions were improved due to the successful

of the Rehabilitation/Weatherization Project.

**2. Brief description of the target audience**

The target audience includes students, child care providers, limited-resource persons, community leaders, board/council members, nonprofit organization boards and groups, adults, youth, business and workforce preparation agencies and disadvantaged citizens and communities, state, federal, and local agency personnel, association members, citizens faced with public issues, and citizens engaged in economic and tourism development.

**3. How was eXtension used?**

-

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

2014	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Actual</b>	8788	446061	504	504

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

**Patent Applications Submitted**

Year: 2014

Actual: 1

**Patents listed**

Deposition of Nanocrystalline Calcite on Surfaces by a Tissue and Cellular Biomineralization

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

2014	Extension	Research	Total
<b>Actual</b>	0	13	13

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- Publications, business plans and housing grants.

<b>Year</b>	<b>Actual</b>
2014	21

**Output #2**

**Output Measure**

- Total number of people completing educational workshops.

<b>Year</b>	<b>Actual</b>
2014	4058

**Output #3**

**Output Measure**

- Number of board members trained.

<b>Year</b>	<b>Actual</b>
2014	9

**V(G). State Defined Outcomes**

**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	Total number of people reporting increased knowledge as a result of participation in CLED activities
2	Number of participants engaged in community promotion projects
3	Number of community members increasing the value of their homes through rehabilitation/weatherization services.

## **Outcome #1**

### **1. Outcome Measures**

Total number of people reporting increased knowledge as a result of participation in CLED activities

### **2. Associated Institution Types**

- 1890 Extension
- 1890 Research

### **3a. Outcome Type:**

Change in Knowledge Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2014	556

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

Teenagers between the ages of 12 - 17 are "mobile Internet users" who say they access the Internet on cell phones, tablets and other mobile devices on occasion. Teens are more likely to share information about themselves than in the past. Statistics suggest youth may benefit from clear Internet Safety Instruction, which would enable them to make safe decisions online.

#### **What has been done**

Cyber Safety 101 workshops were facilitated based on the Internet Safety Project NetSmartz, a national curriculum. All-inclusive information sessions were held on topics such as what the Internet is, Internet etiquette, sharing personal information, recognizing predatory behavior and identity theft. The participants were led in presentations which included discussions, videos and a pre and post-test evaluation.

#### **Results**

When the pre-test was administered the participant numbers were very low to various questions. However, after participating in Cyber Safety 101, the numbers rose significantly. In the pre-test, if a kindergartener to 2nd grade was asked online, "Let's meet so we can go get some toys!" the respondents answered "no" by 46.21%. However, after the class and the post-test was administered, the response numbers increased to 95.06% of the participants. The responses during the post-test for middle school as well as high school students continued to increase compared to the pre-test.

### **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
608	Community Resource Planning and Development
803	Sociological and Technological Change Affecting Individuals, Families, and Communities
806	Youth Development

## **Outcome #2**

### **1. Outcome Measures**

Number of participants engaged in community promotion projects

### **2. Associated Institution Types**

- 1862 Extension

### **3a. Outcome Type:**

Change in Condition Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2014	0

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

The Community, Leadership and Economic Development (CLED) Program promotes engagement, community enhancement and community improvement that are linked to community image, sustainable economic development and improved quality of life for the citizens of South Carolina.

#### **What has been done**

A total of 153 programs reached over 13,511 persons. Clemson provided guidance and training support to Farmers Market Advisory Boards. Sixteen agencies or groups collaborated on a task. Over 660 participants engaged in community promotion projects, including storm drain marking and community beautification projects. Working with the Charleston County Extension office, students with the Clemson Architecture Center designed a low-cost portable shed to help farmers them grow their business and attain certain food standards. Clemson Extension worked with nonprofit groups to develop business plans.

#### **Results**

Participants strengthened their community awareness and ability to access community resources, built partnerships, and strengthened their capacity to respond to future issues and opportunities.

Participants have a greater knowledge about the county in which they live and/or work including education, economic development, healthcare and social issues. Approximately 70% of the graduates in leadership programs were still involved in a responsible community project three years after graduation. Graduates have been elected or appointed to serve in leadership such as county council seats, municipal officers, board directors, community action groups, judges, and task forces to help the community. Local produce is being provided to charitable food-distribution agencies in South Carolina. New farmers entered into the industry and helped to strengthen our local food supply system.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development
802	Human Development and Family Well-Being
803	Sociological and Technological Change Affecting Individuals, Families, and Communities
806	Youth Development

#### Outcome #3

##### 1. Outcome Measures

Number of community members increasing the value of their homes through rehabilitation/weatherization services.

##### 2. Associated Institution Types

- 1890 Extension

##### 3a. Outcome Type:

Change in Condition Outcome Measure

##### 3b. Quantitative Outcome

Year	Actual
2014	9

##### 3c. Qualitative Outcome or Impact Statement

###### Issue (Who cares and Why)

The residents, Orangeburg communities, and the SC State University community have a vested interest in improving the environment, economic condition and quality of living for the citizens of Orangeburg, SC. The renovating and rehabilitation of time-worn and inefficient homes has an economic impact to the community by making the communities more attractive. The weatherization of the homes assists in improving the health, safety and energy efficiency of homes, while helping to save money for the homeowners.

### **What has been done**

Community meetings were held, flyers were disseminated and an advertisement was placed in the local newspaper. A request for bids for repairs to homes was advertised and bids were received from the contractors. Contractors were selected through a bidding process on completing work that consisted of installing metal roofing, heating and cooling systems, windows, handicap accessible showers; updating plumbing, electric; and installing smoke detectors, etc.

### **Results**

As a result, nine homes were rehabilitated for qualified low-to-moderate income owner-occupied homes. Deficiencies or health and safety items were removed, energy efficiency was improved and useful life of properties was extended. All of the homeowners were appreciative and thankful for the repairs, contractors and timeliness in doing the work. The 1890 Program was the overseer of the grant funds to implement the rehab/weatherization program. Because of the delight of one of the recipient's daughters, she spoke to the South Carolina Congressional Delegation relating her father's experience with the program.

## **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
608	Community Resource Planning and Development
801	Individual and Family Resource Management
802	Human Development and Family Well-Being
803	Sociological and Technological Change Affecting Individuals, Families, and Communities

## **V(H). Planned Program (External Factors)**

### **External factors which affected outcomes**

- Economy
- Government Regulations
- Populations changes (immigration, new cultural groupings, etc.)

### **Brief Explanation**

## **V(I). Planned Program (Evaluation Studies)**

### **Evaluation Results**

Approximately 70% of the Palmetto Leadership graduates were still involved in a responsible community project three years after graduation. Of the 4,058 persons participating in programs, over 99% indicated that they gained new knowledge.

A business course was developed based on the project findings as an elective for students pursuing a minor in international business.

### **Key Items of Evaluation**