

**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 |
|---------|--|-----------------|-----------------|----------------|----------------|
| 504     | Home and Commercial Food Service   | 5%              | 0%              | 0%             | 0%             |
| 602     | Business Management, Finance, and Taxation   | 10%             | 60%             | 0%             | 0%             |
| 608     | Community Resource Planning and Development  | 50%             | 30%             | 0%             | 0%             |
| 803     | Sociological and Technological Change Affecting Individuals, Families, and Communities | 30%             | 0%              | 0%             | 0%             |
| 806     | Youth Development  | 5%              | 0%              | 0%             | 0%             |
| 903     | Communication, Education, and Information Delivery                                     | 0%              | 10%             | 0%             | 0%             |
|         | <b>Total</b>   | 100%            | 100%            | 0%             | 0%             |

**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>             | 40.0      | 7.0  | 0.0      | 0.0  |
| <b>Actual Paid</b>      | 32.4      | 5.0  | 0.0      | 0.0  |
| <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    |
| 422128              | 351609         | 0              | 0              |
| 1862 Matching       | 1890 Matching  | 1862 Matching  | 1890 Matching  |
| 422128              | 214868         | 0              | 0              |
| 1862 All Other      | 1890 All Other | 1862 All Other | 1890 All Other |
| 3495035             | 0              | 0              | 0              |

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

**1. Brief description of the Activity**

**AgriLife Extension**

Provide training and curriculum materials to County Extension Agents and volunteers for the purpose of conducting educational programs on community leadership, workforce preparedness, adult and youth entrepreneurship, emergency management, and nature based tourism at the county level. Specialists will provide in-depth educational programs to targeted audiences relative to community and economic development strategies, based on local needs. Provide multi-county, regional and statewide educational programs on various topics to business owners and community stakeholders utilizing specialist faculty and other government and private sector partners. Coordinate and collaborate with state and federal agencies in rural development activities as well as work with regional rural development centers in curriculum and professional development. Provide technical assistance to communities in analysis of various socioeconomic databases or surveys. Continue to foster working relationships with rural community colleges to obtain support and follow-up for local educational activities. Expand web-based information delivery relative to community resource and economic development topics.

**Cooperative Extension Program**

The Community and Economic Development Unit serves as a resource and assistance center for limited resource families and individuals in pursuit of increasing their standard of living through entrepreneurship, community program participation, homeownership, and government assistance programs. Primarily the Community & Economic Development (CED) staff offers professional consultation and technical assistance for entrepreneurs and community organizations looking to start or expand their operations. CED staff provides insight on the local business climate and feasibility of the proposed business idea or expansion and provide local government and community analysis of critical economic development issues. In 2014 the CED staff provided one on one consulting to 127 individuals. Over \$2,080,000 in new loan applications were assisted with by CED staff across the State. Approximately 8,503 entrepreneurs and community members attended CED programs across the State in one of 178 trainings held. During the implementation of home ownership programs, over 38 (thirty eight) families applied to USDA home ownership or rehabilitation funding totaling over \$2.5 million in USDA 502 new home loan request. 1 (one) home were refinanced resulting in avoiding foreclosure and reduced monthly mortgage; also 4 homes were rehabilitated and upgraded with an estimated total of \$140,000 (One Hundred Forty Thousand). Additionally the CED Unit executed its pilot Energy Auditing Certification and Entrepreneurship Program. As a part of the program, participants are trained and certified to become Building Analysis Professionals capable of conducting energy audit reports and simple repairs that address air loss, duct leakages, heat exchange, and potential building safety hazards. Participants are taught how to assess air pressures in the

home, identify air leakages, measure carbon monoxide levels, determine insulation requirements, suggest lighting types and make appliance recommendations. PVAMU and its partners designed the program to include prep-courses and a rigorous 6-day, 48 Hour training in preparation for their Building Analysis Professional written and field exams, recognized nationally by Energy providers and the Energy Audit Industry. An astonishing 9 of 15 individuals passed their exams on the 1<sup>st</sup> try exceeding the BPI testing national average. One participant has received a \$100,000 contract and is looking to get more and another has tripled her energy audit business since finishing the course.

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

**AgriLife Extension**

Primary target audiences for the program consist of residents, elected and appointed officials, community leaders/potential leaders (including youth), individuals with specific workforce training needs, and existing and potential business owner/managers in and around the over 1,200 communities in all 254 counties of the state of Texas.

**Cooperative Extension Program**

Rural communities, low-income individuals, underrepresented groups, limited resource business owners and small farm and potential small farm producers.

**3. How was eXtension used?**

The Cooperatives Community of Practice for eXtension is supported by Texas AgriLife Extension personnel. It provides a resource to individuals and groups interested in cooperative agricultural business practices. A focus for the community of practice is youth leadership, with the intent of drawing talented youth to careers in cooperatives. Such careers are typically located in rural communities and help to strengthen rural economies. In addition, an increasing number of faculty members answer the ask an expert questions that come in through eXtension.

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

**1. Standard output measures**

| 2014   | Direct Contacts Adults | Indirect Contacts Adults | Direct Contacts Youth | Indirect Contacts Youth |
|--------|------------------------|--------------------------|-----------------------|-------------------------|
| Actual | 40505                  | 356577                   | 6592                  | 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

- # of group educational sessions conducted.

| Year | Actual |
|------|--------|
| 2014 | 1910   |

##### Output #2

###### Output Measure

- # of state or regional leadership conferences held for county officials or industry groups.

| Year | Actual |
|------|--------|
| 2014 | 6      |

##### Output #3

###### Output Measure

- # of one-on-one technical assistance/consultations.

| Year | Actual |
|------|--------|
| 2014 | 127    |

##### Output #4

###### Output Measure

- # of loans assisted/packaged

| Year | Actual |
|------|--------|
| 2014 | 44     |

**Output #5**

**Output Measure**

- # of homes saved from foreclosure

| <b>Year</b> | <b>Actual</b> |
|-------------|---------------|
| 2014        | 1             |

**Output #6**

**Output Measure**

- # of New Homeowners

| <b>Year</b> | <b>Actual</b> |
|-------------|---------------|
| 2014        | 32            |

**Output #7**

**Output Measure**

- # of Homes refinanced

| <b>Year</b> | <b>Actual</b> |
|-------------|---------------|
| 2014        | 1             |

**Output #8**

**Output Measure**

- # of IDA Participants  
Not reporting on this Output for this Annual Report

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

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

| O. No. | OUTCOME NAME  |
|--------|---|
| 1      | Percent of targeted counties conducting educational programs and activities related to strategies for community resource and economic development                       |
| 2      | Percent of landowners/managers participating in group educational meetings on effectively evaluating nature-based tourism resources that increased their knowledge.     |
| 3      | Percent of participants of in-depth leadership educational programs who increase knowledge of community and individual leadership principles.                           |
| 4      | Number of participants in workforce development or continuing education training activities conducted who increase knowledge to support their current employment needs. |

## **Outcome #1**

### **1. Outcome Measures**

Percent of targeted counties conducting educational programs and activities related to strategies for community resource and economic development

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

- 1862 Extension
- 1890 Extension

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

Change in Action Outcome Measure

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

| <b>Year</b> | <b>Actual</b> |
|-------------|---------------|
| 2014        | 70            |

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

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

AgriLife Extension:

Issue identification activities continue to show that economic growth, jobs, income, and quality of life are concerns of communities. Community leaders, elected officials, and local business people want their area to survive and thrive in order to maintain an economic base to grow their population and provide opportunities for your rural areas.

Cooperative Extension Program:

Limited exposure to knowledge and resources that can assist entrepreneurs has been one of the prevailing reasons why generations of minority business owners have been lacking what it takes to be successful in business. The lack of training and network is one of the reasons why there are Minority owned businesses generating minimal income and failing at a much more alarming rate than those businesses owned by the traditional entrepreneurs. Non-traditional skills sets and education are needed to allow a paradigm shift that improves economic outcomes. Minority agricultural producers, agri-businesses, and startup micro-businesses, the majority of whom are first generation entrepreneurs, continue to suffer from a lack of qualified technical assistance, financial record-keeping, and access to capital. The unemployment rate for minorities continues to be significantly higher than unemployment in the majority population (exceeding 20% in some communities). Pervasive layoffs and continuing high unemployment numbers have forced a new wave of aspiring entrepreneurs who are ill-equipped to survive in an already tough marketplace flooded with displaced public and private sector individuals attempting to earn a living as business owners.

Equally important in addressing economic development disparities among underserved

communities is the need for and accessibility to affordable housing. Home buying has always been a means of building wealth and increasing assets, but as a result of the economy and lack of home purchasing knowledge more people are hesitant to purchase a home. Limited resource clientele specifically find it difficult apply and purchase a home and find it easier to purchase a depreciating asset like a new expense vehicle than a home.

### **What has been done**

AgriLife Extension:

The imperative of the Texas CRED program is the development of individual abilities and community support for creating and growing businesses, jobs, wealth, and income. Programs such as rural entrepreneurship, community leadership, nature tourism, workforce training and certifications, Texas friendly hospitality, and community-based planning address priority issues facing rural Texas.

Cooperative Extension Program:

Community & Economic Development staff has provided one-on-one technical assistance to home owners, first time home buyers, business owners and aspiring entrepreneurs through small business workshops, general consultation, business planning assistance, efficient business management, business opportunities, and loan package development with emphasis placed in working with economically depressed communities.

### **Results**

AgriLife Extension:

Some 177 of the total 254 counties have reported educational programming addressing issues of community resources and economic development. Key programs were entrepreneurship, leadership, workforce preparedness, nature-based tourism, and disaster preparedness. Throughout the year specialists delivered 777 educational programs in Community Resources and Economic Development topics to 791,991 residents. Examples of program topics included Entrepreneurship as a Tool for Economic Development, Business, Stronger Economies Together, Supporting and Developing Local Economies, Community Capacity, Emergency Management and Disaster Preparedness, And County Judges and Commissioners programs. Target audiences included CEAs, economic developers, city and county officials, rural business and agribusiness owners and youth.

Cooperative Extension Program:

Participants in programs and one-on-one consultations reported an increase in knowledge, skills, and small business improvement through sustainability, increased capacity, job retention or expansion, and profitable business practices. Our housing clientele has also seen increase in home ownership, foreclosure prevention, and affordable mortgage refinancing.

## **4. Associated Knowledge Areas**

| <b>KA Code</b> | <b>Knowledge Area</b>  |
|----------------|--|
| 504            | Home and Commercial Food Service   |
| 602            | Business Management, Finance, and Taxation   |
| 608            | Community Resource Planning and Development  |
| 803            | Sociological and Technological Change Affecting Individuals, Families, and Communities |
| 806            | Youth Development  |

## **Outcome #2**

### **1. Outcome Measures**

Percent of landowners/managers participating in group educational meetings on effectively evaluating nature-based tourism resources that increased their knowledge.

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

- 1862 Extension
- 1890 Extension

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

Change in Knowledge Outcome Measure

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

| <b>Year</b> | <b>Actual</b> |
|-------------|---------------|
| 2014        | 80            |

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

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

AgriLife Extension:

Natural resources owners are looking for ways to generate additional income to maintain the economic viability of their enterprises. Entrepreneurs are looking to diversification or nature tourism has strategies to expand nontraditional or other activities for economic development. Entrepreneurs want information on what other successful operations are doing, and communities want to support local business.

Cooperative Extension Program:

Community members throughout the State and specifically in poverty stricken rural areas are plagued with minimal resources and in most cases surroundings filled with dilapidated properties that perpetuate the hopelessness often felt throughout these communities. Leadership and direction among community members coupled with local resources are necessary to change the economic conditions, community beautification, and activity available to youth and adults.

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

AgriLife Extension:

Educational activities made up of workshops, webinars, and tours were conducted statewide for natural resource owners, entrepreneurs, and community leaders. Technical assistance was provided to individual business owners relative to either nature tourism offer to lease or other business counseling. Web access to information increased.

Cooperative Extension Program:

Community & Economic Development staff has organized local committees including community

leaders and county officials to organize tourism initiatives and beautification projects involving volunteers and patrons from surrounding counties.

### **Results**

#### **AgriLife Extension:**

With Texas A&M AgriLife Extension Service assistance ChaRT now has an active Nature Tourism web site, Facebook page and Blog, highlighting nature and wildlife based activities and sites in Chambers County including hunting, fishing, birdwatching, paddling, agritourism and special events. The client has succeeded in their goals of increasing visitation to their web site and Facebook page to over 1000 visitors per month, have created Blog articles and Facebook postings for the site along with the production of 30 informational videos about parks and outdoor attractions in Chambers County that are featured on the Chamberswild web site and Chamberswild youtube channel. This effort has also lead to increased funding for ChaRT from Chambers County. Training programs have been developed to meet the needs of clientele. The annual Best Practices in Ecotourism and Agritourism Field Course was again completed. This 9 day program gives Texans and others the opportunity to learn through first-hand experience how internationally successful operations are managed. A group of 14 people that included Texas landowners, international consultants, community representatives and County Extension Agents visited operations throughout Costa Rica, and participated in instructional discussions on nature tourism management and issues. Evaluations indicated 100% of participants gained useful were very pleased with the content and that they plan to implement new practices.

#### **Cooperative Extension Program:**

Staff in El Paso County has organized and executed an Annual Chili festival that provide an opportunity to small businesses and community members throughout the area to showcase and sell their hot pepper and Chili products. People from all over the City as well as neighboring counties come to experience the culture, sample the Chilies, and purchase the products sold by local vendors. The economic impact not only to the vendors but also the surround area is enormous and is looked forward to every year.

## **4. Associated Knowledge Areas**

| <b>KA Code</b> | <b>Knowledge Area</b>                       |
|----------------|---|
| 602            | Business Management, Finance, and Taxation  |
| 608            | Community Resource Planning and Development |

## **Outcome #3**

### **1. Outcome Measures**

Percent of participants of in-depth leadership educational programs who increase knowledge of community and individual leadership principles.

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

- 1862 Extension
- 1890 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

| <b>Year</b> | <b>Actual</b> |
|-------------|---------------|
| 2014        | 80            |

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

**Issue (Who cares and Why)**

AgriLife Extension:

Issues identification processes at the local level continue to emphasize the importance of leadership to foster sustainable and vibrant communities. Community stakeholders must be prepared to build on local strengths through leadership and partner with others to create support for economic development and quality of life. This is particularly true given the importance of regionalism to development.

Cooperative Extension Program:

Youth and adults lack the leadership and training necessary to cause effective change in their local community. As a result, communities lack the services and community programs that are accessible to thriving and urban areas. Non-profit service providers and community leaders need training on how to be effective leaders, best management practices, and use those skills the create and influence change through non-profit initiatives and the learning of new practices that effect their quality of life.

**What has been done**

AgriLife Extension:

Building Connections: Community Leadership, is an in-depth curriculum to assist participants in determining their individual leadership traits and in developing strategies for effectively leading organizations/communities. Developing Critical Thinking Leaders, Texas Agricultural Life Leadership, Texas Event Leadership Program, and the Commissioners Court Leadership Academy are other curriculum-based programs that help develop leadership in various areas of Texas organizations and communities.

Cooperative Extension Program:

CED Staff initiated financial literacy centered programs that test the limits of the youth in Texas communities by training youth in leadership, financing, accounting, marketing, and industry.

**Results**

AgriLife Extension:

Through the V. G. Young Institute of County Government conducted educational schools, providing training related to the duties and responsibilities of the county officials. In FY 2013,

1,137 individuals took part at four major schools. The Texas Rural Leadership Program (TRLP) has worked with AgriLife Extension agents and community leaders in seven target counties to provide leadership training. The target communities are currently working on putting together projects that benefit their communities while using leadership training skills. The Texas Event Leadership Program (TELP) workshops served registrants representing tourism managers from Texas municipalities. Texas Friendly Instructor Training workshops trained professional tourism managers, enlisting community leaders as Extension volunteers that will have a positive impact within their community. Evaluation indicated an 80% increase in knowledge, and 93% agreed the customer service training will provide confidence to change their level of commitment in creating positive customer service experiences.

Cooperative Extension Program:  
Programs such as our TASTE project (Teaching, Agricultural, Sustainability, Through, Economics), Youth Entrepreneurship Day, Agriculture Literacy Day, Youth Pecan Orchard Sales/Distribution, Financial Friday, and Individual Development Account Training focus on training youth financial awareness, and how to be successful in operating a small business.

#### 4. Associated Knowledge Areas

| KA Code | Knowledge Area   |
|---------|--|
| 608     | Community Resource Planning and Development  |
| 803     | Sociological and Technological Change Affecting Individuals, Families, and Communities |
| 806     | Youth Development  |

#### Outcome #4

##### 1. Outcome Measures

Number of participants in workforce development or continuing education training activities conducted who increase knowledge to support their current employment needs.

##### 2. Associated Institution Types

- 1862 Extension
- 1890 Extension

##### 3a. Outcome Type:

Change in Knowledge Outcome Measure

##### 3b. Quantitative Outcome

| Year | Actual |
|------|--------|
| 2014 | 125819 |

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

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

#### AgriLife Extension:

Local community leaders, resource owners, and other businesses need a well-trained workforce and the ability to provide greater knowledge and tools to potential employees to meet the challenges of increased globalization, increased international trade, and an increasingly competitive business environment. Communities are concerned about individual, community and regional economic viability, maintenance/improvement of quality of life, and sustainability/growth. Providing the existing labor force with the tools and training to remain competitive in today's ever more competitive labor environment, and providing job opportunities that will attract rule and youth back to the community are of major importance.

#### Cooperative Extension Program:

Low-income families and individuals are unaware of community programs and resources that can assist them in asset development and wealth building means that can increase their standard of living. Often limited resource clientele are uninformed in the areas of community protection and safety, senior programs, credit building, saving, investing, debt management and budgeting which has an overall effect on their decision making and the lifestyle they live.

### **What has been done**

#### AgriLife Extension:

Educational activities made up of workshops, webinars, and online training materials were conducted/provided statewide for training new and existing labor force participants, to increase knowledge, to improve workforce skills, and to enhance/expand job opportunities. These efforts should increase job opportunities, earning potential and provide employers with a more efficient/competitive workforce.

#### Cooperative Extension Program:

Cooperative extension program staff has conducted community workshops on disaster preparedness for individuals, small businesses, and community organizations. Approximately 8503 individuals have been trained in areas that promote credit improvements, better budgeting and debt management, opportunities to increase their assets and program development within community organizations.

### **Results**

#### AgriLife Extension:

County Extension agents and their community partners conducted 31 child care conferences reaching over 3,225 child care providers and directors. Over 19,800 clock hours of training were provided to these professionals. Evaluation results indicate that over 90% of participants acquired new information, 99% plan to utilize the information to improve their programs, 99%, consider themselves better equipped to work with children, and 98% consider the trainings to be very cost effective. In addition, from January-August, 116,017 (182,585 clock hours) online child care courses have been completed by child care professionals. Food Protection Management Programs in Texas are targeted at food managers and front-line food service workers. Over 774 food service employees completed the manager program. More than 5803 individuals completed the food handlers course, face-to-face or online.

#### Cooperative Extension Program:

Participants in the program reported an increase in knowledge on asset and capacity building procedures. Staff has received positive feedback from participants.

#### 4. Associated Knowledge Areas

| KA Code | Knowledge Area   |
|---------|--|
| 504     | Home and Commercial Food Service   |
| 608     | Community Resource Planning and Development  |
| 803     | Sociological and Technological Change Affecting Individuals, Families, and Communities |
| 806     | Youth Development  |

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

##### External factors which affected outcomes

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

##### Brief Explanation

Budget reductions as a result of reduced state appropriations in 2010 and 2011, resulted in a reduction in FTEs available to carry out educational activities in 2012, 2013 and 2014. While remaining faculty picked up additional responsibilities, some educational opportunities were missed due to reduced faculty numbers. The record-breaking drought of 2011 continued to cause problems in 2014, and major responsibility for New Farm Bill education during 2014 resulted in some realignment of educational priorities. While traditional Community Resource Economic Development programs were still popular, an increased amount of faculty time and effort was redirected toward immediate clientele needs associated with the impacts of drought, water problems, which included emergency and disaster preparedness programs.

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

##### Evaluation Results

Clientele/participants involved in Community Resource Economic Development programs are evaluated in several ways, depending on the length of the training activity, whether we are trying to identify short-term knowledge gains, or adoption/change of practices and economic impacts over time. Pre-tests and post-tests are used at the beginning and end of programs to better identify knowledge gains. Retrospective post evaluation surveys are used to identify adoption/change of practices and potential economic impacts over time. Results indicate that participants are learning, and adopting/changing practices, and these changes are producing potential economic benefits.

##### Key Items of Evaluation

