

V(A). Planned Program (Summary)

Program # 8

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
604	Marketing and Distribution Practices	10%		0%	
608	Community Resource Planning and Development	50%		0%	
610	Domestic Policy Analysis	20%		0%	
803	Sociological and Technological Change Affecting Individuals, Families, and Communities	20%		0%	
	Total	100%		0%	

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

Year: 2014	Extension		Research	
	1862	1890	1862	1890
Plan	21.0	0.0	0.0	0.0
Actual Paid	44.0	0.0	0.0	0.0
Actual Volunteer	0.0	0.0	0.0	0.0

2. Institution Name: Washington State University

Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
512552	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
512552	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
3190201	0	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

Research-based programs will be delivered by extension professionals. Communities, local/state government agencies, and non-profits will be engaged to collectively analyze situations and recommend mechanisms to enhance public services. CED applied research and education programs will be customized based upon community need and delivered by programs such as Food Processing, the WSU Division of Governmental Studies and Services, the William D. Ruckelshaus Center, and the Composite Materials and Engineering Center. Finally, county-based programs will be delivered that lead to enhanced non-profit capacity.

2. Brief description of the target audience

- Community leaders
- Local/state government officials, policy-makers and staff
- Non-profit leaders and staff
- Latino small business owners
- Special interest groups
- Economic development professionals
- Private sector leaders in the composite materials and food processing industries
- Limited income families

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	39044	199000	2406	3508

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	17	6	23

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- The number of communities increasing their use of digital technologies.

Year	Actual
2014	74

Output #2

Output Measure

- The number of local governments, state agencies and non-profits assisted.

Year	Actual
2014	1883

Output #3

Output Measure

- The number of existing or new businesses and entrepreneurs assisted.

Year	Actual
2014	2741

Output #4

Output Measure

- The number of people receiving family asset building education.

Year	Actual
2014	968

Output #5

Output Measure

- The number of people/agencies provided information that promote export of Washington products.

Year	Actual
2014	1471

Output #6

Output Measure

- The number of scholarly products produced by CED educators.

Year	Actual
2014	63

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Number of communities enacting processes to increase economic development or the use of digital technologies.
2	Number of local, state, or non-profit entities increasing their capacity to function more effectively.
3	Number of existing or new businesses and entrepreneurs assisted through increased knowledge, including good business practices, food processing safety, composite manufacturing, and exporting.
4	Number of people who initiate family wealth building activities.

Outcome #1

1. Outcome Measures

Number of communities enacting processes to increase economic development or the use of digital technologies.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	140

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

President Obama stated earlier this year, "Today high-speed broadband is not a luxury, it's a necessity." Without it, many residents and businesses are being left behind in our every increasingly digital world. This is especially true in Washington's rural regions where small, dispersed populations, distance, rugged terrain and weather often make it near impossible for private sector telecommunications providers to be able to justify the business case and invest in this critical infrastructure.

What has been done

Activities included conducting extramural fund development, surveys, focus groups, community forums, presentations, training, applied research, and providing information to the public. Implementation of an EDA grant to develop a strategic plan to support manufacturing businesses in the five-county area. Assisted rural communities and tribes by advancing three broadband planning and adoption programs; launching a tribal technology training initiative; and providing technical assistance for Washington State FirstNet's public safety communications outreach.

Results

Forty-six communities and two tribes identified and developed investments in new telecommunication infrastructure (over 100 miles of fiber-options in one region alone). Establish a model for community engagement that is the basis for FirstNet's <http://www.firstnet.gov/> outreach in Washington State. An impact assessment of broadband efforts in the Columbia Gorge over the last 7 years are found at: <http://ext100.wsu.edu/impact/broadband-deployment-in-klickitat-and-skamania-counties/>.

4. Associated Knowledge Areas

KA Code	Knowledge Area
604	Marketing and Distribution Practices
608	Community Resource Planning and Development
610	Domestic Policy Analysis
803	Sociological and Technological Change Affecting Individuals, Families, and Communities

Outcome #2

1. Outcome Measures

Number of local, state, or non-profit entities increasing their capacity to function more effectively.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	1434

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

One can argue the United States success is the result of its strength in the private enterprise, good governance, and a healthy non-profit sector. It is through government that we meet the majority of our collective basic needs for safety, a healthy environment, education. In addition, it is through a vigorous non-profit sector that we undertake actions that benefit community and/or contribute to our quality of life.

What has been done

WSU Extension's efforts in local and state government assistance primarily took place through the William D. Ruckelshaus Center (?Center?) and the Division of Governmental Studies and Services (?DGSS?). The work included training and technical assistance to government agencies and non-profit groups to optimize grant development, board training, and organizational development.

Results

The Ripple Effect Mapping tool allowed organizations to identify and evaluate their programming outcomes. The Law Enforcement Mountain Operations School, The Montana Highway Patrol Traffic Stop Data Analysis Project (for evidence of biased policing), and the Oso Mudslide Joint

Commission were all examples of our work. Current and past projects can be found at <http://ruckelshauscenter.wsu.edu/projects/index.html>.

4. Associated Knowledge Areas

KA Code	Knowledge Area
604	Marketing and Distribution Practices
608	Community Resource Planning and Development
610	Domestic Policy Analysis
803	Sociological and Technological Change Affecting Individuals, Families, and Communities

Outcome #3

1. Outcome Measures

Number of existing or new businesses and entrepreneurs assisted through increased knowledge, including good business practices, food processing safety, composite manufacturing, and exporting.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	2741

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The small business sector remains a vital component of most local economies. This sector of the economy suffered greatly during the last recession and has been slow to recover. Additionally, the supply chain businesses of Washington's local food systems remain a substantial part of the State's economy. Lastly, Washington remains both a substantial hub for both exports and imports of goods from Asian markets.

What has been done

Program offerings included "Cultivating Success" programs for small enterprises; "Ready Set Grow a Business" for small towns; Composite Materials and Engineering Center for developing building materials from recycled and virgin resources; Food Processing training for small and mid size businesses; and training for Latino small business entrepreneurs.

Results

During 2014, over 2,700 individuals, entrepreneurs and/or businesses were provided information, training and/or technical assistance. Outcomes included improved food safety and processing; entrepreneurship training for improved management skills;; and the advancement of small business development among minorities.

4. Associated Knowledge Areas

KA Code	Knowledge Area
604	Marketing and Distribution Practices
608	Community Resource Planning and Development
610	Domestic Policy Analysis
803	Sociological and Technological Change Affecting Individuals, Families, and Communities

Outcome #4

1. Outcome Measures

Number of people who initiate family wealth building activities.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	968

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

In the United States, wealth distribution across income classes is increasing disparity with more wealth continuing to concentrate at the top. The increasing disparity is also true in Washington. Some of the causes may be inherent to the structure of our economy; others can be addressed through decisions and actions of the individual.

What has been done

Extension has undertaken financial literacy education, micro-enterprise development, debt counseling, and capacity-building activities for regional non-profits serving low-income populations. During this same time period, Washington state government all but eliminated its

investment in these activities. The result, 2014 constitutes the last year we will be carrying up these activities, without direct support of grants from foundations.

Results

In 2014, Extension engaged with 968 individuals in support of family wealth building. This included limited income people who received educational offering aimed at family wealth building (e.g., financial and debt management education). In addition, as part of a new Extension initiative, 6 public entities and their staff went through poverty simulations to help their organization understand the day-to-day financial difficulties of their limited income clients.

4. Associated Knowledge Areas

KA Code	Knowledge Area
604	Marketing and Distribution Practices
608	Community Resource Planning and Development
610	Domestic Policy Analysis
803	Sociological and Technological Change Affecting Individuals, Families, and Communities

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Economy
- Appropriations changes
- Public Policy changes
- Competing Public priorities
- Competing Programmatic Challenges
- Populations changes (immigration, new cultural groupings, etc.)

Brief Explanation

The national economy continues to negatively impact higher education funding at all levels. At the same time, private foundations in the West seemly are remaining on the sideline and not investing in intermediary organizations such as Extension. While we have excellent staff and well-structured programs with innovative approaches, the lack of available and consistent funding to implement and continue our efforts remains an obstacle.

V(I). Planned Program (Evaluation Studies)

Evaluation Results

In 2014, we continued to see the positive result of WSU Extension's restructuring into three program units. In the Community & Economic Development arena, we once again increased the number of communities, non-profits, and public agencies served. We did this through multi-disciplinary project teams that drew upon faculty from seven WSU colleges/schools plus the University of Idaho, Portland State University and the University of Washington. And once again, the outcomes of the CED faculty's work included both helping decision-makers formulate state policy as well as assisting local communities strengthen

their governmental, non-profit, and private sectors.

Key Items of Evaluation

The metrics chosen for WSU Extension's Community & Economic Development work reflects an orientation towards supporting local economic development, better governance, and support for select industrial sectors. A premium is placed on activities that simultaneously move multiple program agendas forward, i.e., our Latino business development work that supports the establishment of community level organizations that assist small businesses, and director assistance to small business owners increase the success of their business which in turn contributes to the vitality of the community.

The metrics utilized to evaluate our work consist of the recognized key metrics for success formulated by the communities we serve. Primarily, our economic development assistance is aimed at creating new business and entrepreneurs. These metrics are at the top of list of our community, state, federal, and private sector partners as well. With regards to our community capacity building efforts, the metrics chosen are indicators that act as surrogates for evaluations, measuring increases in social capital. These include better governance work through informed public policy development (e.g., work done through the William D. Ruckelshaus Center), improved local and state agencies processes (e.g., work done through the Division of Governmental Studies and Services).