

V(A). Planned Program (Summary)

Program # 3

1. Name of the Planned Program

Workforce and Community 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	50%			
723	Hazards to Human Health and Safety	20%			
803	Sociological and Technological Change Affecting Individuals, Families, and Communities	15%			
805	Community Institutions and Social Services	15%			
	Total	100%			

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

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

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

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
675000	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
979069	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

In 2014, the community and workforce development program area conducted 779 activities and recorded 73,178 adult contacts and 8,906 youth contacts. The activities in this program area a varied, but fall under the following four categories.

Workforce Development

WVU-ES conducts workshops and training opportunities for workers in a variety of settings in West Virginia. Some workforce development is reported under other planned programs, where appropriate. Examples include ServSafe certification, logger training, and childcare provider training. Topics cover a broad range and include ADA and Civil Rights Compliance, how to start non-profit organizations, grant writing, and cultural diversity. Included in this program area are workshops and training opportunities we provide to Extension educators who in turn train others in their community.

WVU-ES contracts with OSHA to train workers. Topics include updates for construction industry outreach, OSHA standards for maritime, standards for general industry, occupational safety and health standards for construction, contractor refresher, inspector refresher, designer refresher, asbestos building inspector, asbestos management planner refresher, and general industry hazard awareness.

Leadership Development

WVU Extension relies on volunteers to carry out programs in the community. Specific programs, such as 4-H, train their own adult leaders and those efforts are reported under the youth development program area. Other groups who train their own volunteers training are our Community Education Outreach Service organization (CEOS), the Master Gardener program (reported under Food Security and World Hunger), and Energy Express (reported under Youth Development). Topics for volunteers include budgeting and planning for small organizations, public speaking, board responsibilities including serving as an officer, and communications.

Community Development

WVU Extension implements a number of initiatives which have as its focus the development of local governments and community organizations. These initiatives include The First Impressions Program, Government Planning and Public Policy, Business Retention and Expansion, Community Development

East, and the Power of 10. These programs attract participants who are interested in initiating downtown revitalization programs to improve their community's capacity to attract and retain new businesses and make communities more desirable places to live and work. Recently, the community development faculty at West Virginia University Extension and West Virginia State University (1890) have come together to plan joint projects with mutually agreed upon outcomes.

Labor Relations

Under the direction of the Labor Studies Institute at WVUES, faculty provide training for members of unions and other workers who negotiate for better working conditions.

2. Brief description of the target audience

Firefighters, EMS, law enforcement, first responders, upper management in the fire services, airport personnel, the general population, people who seek to implement or assist in the implementation of individual or employer compliance with state, federal, and local safety and health legislation, employers/owners of businesses, volunteers, immigrants, migrant workers, youth, disabled community members, and older adults.

Local businesses, community-based organizations, elected officials, community leaders, community residents, fair and festivals boards, WVU ES faculty and staff

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	73178	161902	8906	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	11	4	15

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Number of educational activities

Year	Actual
2014	779

Output #2

Output Measure

- Number of educational materials created or updated

Year	Actual
2014	0

Output #3

Output Measure

- Number of educational materials distributed

Year	Actual
2014	161902

Output #4

Output Measure

- Number of professional presentations

Year	Actual
2014	0

Output #5

Output Measure

- Number of outside organizations collaborating within this program area

Year	Actual
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2014

0

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Number of participants in workforce development programs who increase their knowledge and skills.
2	Number of government and civic leaders who improve or increase skills
3	Number of workers who use a new skill
4	Number of volunteers who increase or improve skills.
5	Number of people certified or licensed to practice in the field
6	Number of new groups or organizations that are established or enhanced
7	Number of economic improvements
8	Number of employers who comply with OSHA specified limits for exposure of workers to hazardous substances and conditions.
9	Number of government or civic groups that use a new skill or procedure.
10	Number of local governments that develop comprehensive or strategic plans.
11	Number of WV citizens who increase their knowledge and skill about community development.
12	Number of labor unions or workers groups who change a procedure or policy.

Outcome #1

1. Outcome Measures

Number of participants in workforce development programs who increase their knowledge and skills.

Not Reporting on this Outcome Measure

Outcome #2

1. Outcome Measures

Number of government and civic leaders who improve or increase skills

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	3

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

A key challenge in community development is how to engage broad community support, identify the underlying causes of issues and challenges together, learn from one another, and mobilize the community's capitals in a long-range and long-term problem solving approach.

What has been done

Community planning activities occurred in two West Virginia communities, Doddridge County and the City of Ravenswood. Students from two graduate classes at WVU (PUBA 611 and ARE 540) were integrated into planning activities alongside community stakeholders. Students developed socio-economic reports to facilitate community education, discussion, and local decision making. In the fall of 2014 students from both classes participated in a two day planning charrette in Ravenswood that engaged local residents and community stakeholders in the participatory planning process.

Results

As part of follow-through from recommendations county leaders have engaged with Historical Societies and EDA representatives in neighboring Ritchie, Tyler, and Gilmer Counties to create a

heritage tourism task forces to identify assets and secure funding resources for planning and project implementation.

In Ravenswood, input from the planning charrette was incorporated into the economic development comprehensive plan element. The City has already implemented several small projects such as the Little Libraries initiative and secured a VISTA worker to coordinate projects growing out of this work. The WVU Land Use and Sustainable Development Law Clinic is using the report and community feedback to craft a formal comprehensive plan for approval by City officials.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #3

1. Outcome Measures

Number of workers who use a new skill

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	1129

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

WVU Safety and Health Extension provides training and assistance to risk workers and small businesses engaged in high hazard industries in OSHA Region III. The program trains workers to recognize hazards and identify appropriate hazard-control measures and to understand their rights and employer responsibilities according to OSHA. The target audience is construction, logging, oil and gas extraction, landscaping, and manufacturing industries.

What has been done

WVUES conducted High Risk Small Business Occupational Safety and Health Training and Assistance (OSHTAC). In 2014, 1129 individuals were assisted with the support of this program either through safety and health training or through technical assistance such as inspections,

safety program development and industrial hygiene assessments (air and noise level measurements). WVU Safety and Health Extension exceeded its training goal by reaching 1129 workers (proposed 900) through 69 training sessions (proposed 40) which resulted in 3403.5 training contact hours (proposed 3029).

Results

The level 3 (follow-up) evaluations illustrate that changes to improve workplace safety and increased hazard recognition and awareness resulted from course participation.

4. Associated Knowledge Areas

KA Code	Knowledge Area
723	Hazards to Human Health and Safety
803	Sociological and Technological Change Affecting Individuals, Families, and Communities

Outcome #4

1. Outcome Measures

Number of volunteers who increase or improve skills.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	36

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Most of West Virginia and much of the eastern United States was overwhelmed by a devastating derecho storm near the end of June 2012. This destructive storm caused severe property damage from fallen trees and flying debris and left countless thousands without electricity, food, medicines, and other necessities for over two weeks or more. Few families, individuals, businesses, or even governmental agencies were prepared to cope with those hardships and it was clear that an educational program was needed to teach residents how to prepare for and deal with emergency situations.

What has been done

A new teaching program entitled Emergency Preparedness Basics was developed and presented to classes at Extension Spring Professional Development, the Community Educational Outreach Service (CEOS) annual meeting, the Community Leadership Academy, and to representatives of the Summers County Community Emergency Response Team (CERT).

Results

Thirty-six state volunteers learned about "Emergency Preparedness Basics" including:
--How to develop a plan to communicate and rendezvous with family, friends, and co-workers in an emergency situation;
--How to prepare your home (or business) for emergencies;
--How to prepare for an evacuation by developing emergency kits with food, water, medicines, and other necessities;
--And, financial preparedness by having backup copies of all important banking and IRS documents, wills, birth certificates, insurance papers, and similar information stored in a secure location such as a bank deposit box.

By acquiring this knowledge, these 36 state residents will be able to deal with emergency situations with a greater level of safety and comfort than those that have not had the training.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development
723	Hazards to Human Health and Safety

Outcome #5

1. Outcome Measures

Number of people certified or licensed to practice in the field

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	82

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Residential construction is very dangerous work. Fall from roofs, ladders and scaffolds are the leading cause of fatalities and serious injuries in this industry. When college students are tasked with building a solar residential home those risks are even greater due to the lack of true industry and work experience.

What has been done

WVU Safety & Health Extension agreed to develop and deliver hands-on training to prepare the WVU Solar decathlon team to safely construction the solar house. Over several months WVU S&HE faculty delivered 120 training hours to 82 students. The faculty also conducted 20 follow work site inspections and continued to make recommendations on how to safely complete the project.

Results

These activities resulted in all students receiving an OSHA 10 Hour certification and most importantly no student were injured during the construction of the solar house.

4. Associated Knowledge Areas

KA Code	Knowledge Area
723	Hazards to Human Health and Safety

Outcome #6

1. Outcome Measures

Number of new groups or organizations that are established or enhanced

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	2

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Communities need help in addressing their environment to support better-connected, more sustainable places. They need to assess specific areas to identify conditions that affect walkability, connectivity and their ability to meet daily needs.

What has been done

Walking committees have been developed with wide community representation. An Extension specialist conducts workshops on walkability studies with the committees. Participants do a walking audit, conduct a small group discussion, and produce a report on findings and recommendations on top areas of concern. The specialist generates a composite report, including photographs and demographics, which is presented to the community and community leaders. The study manual has been given to the Families & Health Unit and School of Public Health for their replication.

Results

The walkability study findings were used by Grafton to conduct a way finding study. As a result, the city of Grafton, WV received a \$2,500 mini grant from "Change the Future WV" to do GIS mapping for walking routes and for signage and map development. Grafton also received mini-grants from Grafton Turn This Town Around project. A report was submitted to the city of Parkersburg for their review. Future projects are anticipated in Parkersburg as a result of the walkability study.

4. Associated Knowledge Areas

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

Outcome #7

1. Outcome Measures

Number of economic improvements

Not Reporting on this Outcome Measure

Outcome #8

1. Outcome Measures

Number of employers who comply with OSHA specified limits for exposure of workers to hazardous substances and conditions.

Not Reporting on this Outcome Measure

Outcome #9

1. Outcome Measures

Number of government or civic groups that use a new skill or procedure.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	3

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Cultural-heritage tourism is one of the fastest growing niche tourism markets. While West Virginia is known for its natural beauty and outdoor recreation, an overnight visitor study ranked visiting a landmark/historic site as the second highest activity/experience. According to Mandala Research (2013) 76% of all U.S. leisure travelers can be defined as cultural-heritage travelers. Cultural heritage travelers total 129.6 million adults annually and they spend \$171 billion a year on these types of activities. A study currently being conducted by WVU to assess regional destination competitiveness in West Virginia, identified cultural and heritage attractions in the state and determined that both the Northern Panhandle and New River Gorge are less competitive than bordering states.

What has been done

The WVUES tourism specialist made presentations using research to illustrate travel trends related to cultural-heritage tourism, identify successful cultural-heritage tourism initiatives, and provide strategies to develop cultural-heritage tourism partnerships in West Virginia. A total of 199 community stakeholders in West Virginia and the southeast U.S. attended. The New River Gorge destination leadership team was formed to support cultural-heritage tourism opportunities. A public service grant was submitted with an action plan for heritage tourism development. The specialist is working with community leaders to develop a Cultural Advisory Network as a peer-to-peer exchange of cultural and heritage development opportunities in West Virginia. An online asset mapping form was developed.

Results

A leadership team in the New River Gorge area was formed to promote cultural heritage tourism.

A task force to measurably improve the economy within Doddridge, Ritchie, Tyler, and Gilmer

counties by developing and promoting heritage tourism, was formed. The following themes were developed: North Bend Rail Trail and Outdoor Adventure, Oil & Gas, Underground Railroad & Civil War, Hospitality & Friendliness, Transportation, Culture, Hunting, Fishing & Trapping, and Identity and Industry. A total of 307 tourism assets were identified. Action strategies for 2015 were also identified.

The Cultural Advisory Network with a goal of peer-to-peer exchange of cultural and heritage development opportunities is forming.

4. Associated Knowledge Areas

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

Outcome #10

1. Outcome Measures

Number of local governments that develop comprehensive or strategic plans.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	8

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Most West Virginia communities do very little planning for their futures, especially with respect to local land and comprehensive planning. Only about half the counties have active planning commissions, defined as at least meeting quarterly as required by law, and only about half of them (one quarter of all counties), have up-to-date comprehensive plans. The state's municipalities are even less likely to plan their futures, especially places with than 5,000 residents. The only places where planning is common are the handful of cities in the state which have a population exceeding 10,000 people.

What has been done

The Community Development specialist works on "Community Visioning/Planning Design" efforts in three locations: Lewis County, the city of Buckhannon, and Putnam County. He works with them throughout the entire planning process on larger scale projects. He also provides training and counsel to those working on or interested in planning. This "Community Planning Assistance" includes consultation on local planning efforts, follow-ups from larger planning projects, and presentations and training with 11 communities and groups. 65 unique individuals received direct instruction on planning, its procedures, its importance, and its impacts.

Results

Lewis County adopted its first comprehensive plan in April and has started developing guidelines. Buckhannon is creating its new "Buckhannon 2020 Plan." Putnam County's new plan is being used to establish preferred development areas and concepts. The city of Nitro used its plan as a guide and support documentation as it sought home rule status.

The city of Bethany used the information to make decisions related to housing development proposals. The Clay County Park amphitheater proposal has been shared with the WVU Landscape Architecture program which is offering assistance and education directly.

The Wetzel County 4-H Camp proposed expansion. The Parsons county planning project will begin in January 2015.

4. Associated Knowledge Areas

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

Outcome #11

1. Outcome Measures

Number of WV citizens who increase their knowledge and skill about community development.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	170

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Emerging and established leaders in West Virginia need to identify and build on their community's assets to take advantage of development issues in West Virginia and surrounding regions. Local government officials and community development leaders need a solid foundation in public organizational and financial management.

What has been done

2014 marks the third year for the annual Community Leadership Academy (CLA). The theme was "Preparing for Performance - Enabling Communities to Prepare for Opportunities and Challenges Successfully." Topics emphasized enhancing personal leadership skills and providing an understanding of current, complex issues affecting communities. The Community Leadership Academy is led by WVU Extension Service Community Resources and Economic Development, in partnership with the W.Va. Community Development Hub, West Virginia Association of Counties and WV County Commissioner's Association.

Results

Sponsorships, and indication of partnership participation, grew from 8,000 in 2013 to \$16,500 in 2014. Attendance of community members has grown from 60 participants in 2012 to 125 in 2013 to 170 in 2014.

4. Associated Knowledge Areas

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

Outcome #12

1. Outcome Measures

Number of labor unions or workers groups who change a procedure or policy.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	1

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The state of West Virginia has a long history of labor relations, associated with the coal industry. WVUES has been involved in training for stewards and union administrators.

What has been done

Extension specialists teach union basic leadership classes, including grievance handling, labor history and introduction to labor unions. Participants in these workshops improve skills and change practices. General results include enhanced contract enforcement, improved labor management relations, and enhanced skills related to determining meritorious grievances.

Results

One Central Labor Council amended their Constitution which was a national mandate.

4. Associated Knowledge Areas

KA Code	Knowledge Area
805	Community Institutions and Social Services

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Economy
- Appropriations changes
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Competing Programmatic Challenges

Brief Explanation

Many of the programs in the community and workforce program area are affected by government appropriations and policy changes because they are dependent on federal funds for operations.

V(I). Planned Program (Evaluation Studies)

Evaluation Results

OSHA Training Institute

- Ranked first nationally in Number of OSHA 10 and 30 Hour Students Trained
- Ranked third nationally in number of OSHA courses delivered.
- In 6 month post assessment surveys of 2014 students:
 - 98% of respondents reported that completion of trainer course at WVU improved their skills as a safety trainer
 - 99% will apply the adult learning principles and training techniques provided

through the WVU trainer course

- 52% will make changes in safety policies and procedures
- 45% will make changes in how the implement, use or require personal protective equipment (respirators, hearing protection, fall protection harness, etc.).

Key Items of Evaluation

Trainees in the OSHA Training Institute learn pedagogy skills related to safety training and go on to train hundreds of thousands of other workers in states adjacent to West Virginia.